

GLOBAL DAIRY PLATFORM

# KEY ACHIEVEMENTS 2019



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## GDP KEY ACHIEVEMENTS 2019

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# TELLING THE GLOBAL DAIRY SECTOR STORY

## #EnjoyDairy Rally and World Milk Day 2019

In November 2018, the sector conducted a pilot test to assess the impact of a collective social media effort to share dairy stories (each day featured a common theme) with consumers across the globe. The pilot was a success, and key learnings were utilized to create a three-day Rally that generated a positive stream of conversation in advance of World Milk Day 2019. Through social and traditional media as well as hundreds of events, the benefits of milk and dairy products were actively promoted, including how dairy supports the livelihoods of one billion people around the world.

World Milk Day, established by the Food and Agriculture Organization (FAO) of the United Nations (UN) to recognize the importance of

milk as a global food, was a big success this year. The global dairy sector's efforts resulted in 664 million impressions on social media and 426 events in 68 countries. What's more, positive sentiment was up significantly from last year (60% vs. 43% in 2018), and negative posts decreased to 4% from 6% in 2018. World Milk Day is held on June 1 each year.

## GDP Regional Meeting in Tokyo

GDP held a meeting in conjunction with J-Milk in Tokyo on March 13, 2019. More than 100 people attended the one day-session, including representatives from Meiji, Morinaga and Megmilk Snow. Topics included a GDP update, a global dairy business overview from Rabobank, and a discussion on dairy development led by Land O'Lakes. In addition, it was announced that Mr. Kazuo Kawamura, President of Meiji Holdings Co. Limited, had joined GDP's Board of Directors.



Dr. Margrethe Jonkman, GDP Deputy Chair and Corporate Director Research and Development, Royal FrieslandCampina, welcomes Mr. Kazuo Kawamura to the GDP Board of Directors.

## **GDP/IMP Global Dairy Marketing Communications Meeting**

The 10th Annual GDP/International Milk Promotion Group (IMP) Global Dairy Marketing



Attendees from the Global Dairy Marketing Communications Meeting.

Communications Meeting was held in New York City April 29 - 30, 2019. Attended by more than 50 dairy sector marketing and communications professionals from around the world, the event provided an opportunity for pre-competitive information exchange, sharing of best practices and project collaboration.

Meeting highlights included:

- Thought-provoking trend presentations by sparks & honey and Edelman
- A session on consumer technology in food marketing
- An update on dairy search engine optimization
- Consumer Insights on Gen Z
- Discussion on Climate Change/Sustainability
- How to Prepare for Disruptions
- Plans for the #EnjoyDairy Rally and #WorldMilkDay 2019

## **Environmental Sustainability Communications Project**

This new workstream was created as a result of discussions at the GDP/IMP Global Dairy Marketing Communications Meeting. Attendees agreed that the dairy sector can do a better job at communicating our environmental sustainability story. As a result, GDP and IMP formed an Environmental Sustainability Communications Team to construct a strategy and plan for the expansion of global communications on the topic.



## **Dairy Search Project**

This was the second key action item from the GDP/IMP Global Dairy Marketing Communications Meeting, in which a team of dairy sector marketing professionals will work together to build a plan (to include costs, metrics, list of search topics) and business case for countries to engage in and provide funding for the project. Pilots are being developed in the US and UK, as English is an important language in search (English results often appear in non-English searches).



## **NOURISH 2019**

More than 120 dairy sector leaders from around the world gathered in Chicago June 17-19 to discuss the state of our planet, the impact heightened environmental concerns are having on consumers, policy makers and rural communities, and the role the global dairy community can play in creating a truly sustainable future for everyone.

Hosted by GDP, the event featured world-renowned speakers such as Hamdi Ulukaya, CEO and founder of Chobani, H.E. Mario Arvelo, Chair of the United Nations Committee on World Food Security, and

Dr. Melissa Ho, Senior Vice President of Fresh Water and Food for the World Wildlife Fund.

Other organizations represented at the conference included Dairy Farmers of America (DFA), Food Tank, World Resources Institute, Arla Foods, China Mengniu Dairy, US Dairy Export Council, Rabobank, Royal FrieslandCampina, Meiji Holdings, McKinsey & Company, Fonterra and many more.



Mr. Hamdi Ulukaya, CEO and founder of Chobani, is interviewed by Mr. Rick Smith, GDP Board Chair and Dairy Farmers of America President and Chief Executive Officer, at NOURISH 2019.

## ENGAGEMENT WITH THE UN



GDP engages with the UN, its agencies and Member States in order to ensure that the dairy sector is represented during important discussions related to climate change, economic development, food security, nutrition, agriculture and more. Highlights of work this year includes:

### COP24 Side Event in Poland

At the UN Framework Convention on Climate Change COP 24 in December 2018, GDP and Dairy Sustainability Framework (DSF) held a Side Event to present the findings of a study conducted in conjunction with the Food and Agriculture Organization (FAO) on *Climate Change and the Global Dairy Cattle Sector*. The study found that between 2005 and 2015, emission intensity of the dairy sector reduced by 11% globally. The research is already being quoted and used as a reference by many stakeholders.



### UN Environment Assembly



During this meeting, held March 11-15, 2019, in Nairobi, Kenya, the GDP Delegation held 12 bilateral meetings and two special events to advocate for the role dairy can play in limiting climate change and feeding a growing population.

### Dairy Ambassadors

GDP Dairy Ambassadors are senior leaders who represent the dairy sector at UN meetings and events. They serve as advocates and share dairy's contributions to key UN discussions related to the environment, agriculture, health, nutrition and the Sustainable Development Goals (SDGs). During two meetings in New York City this year, including the Economic and Social Council's Financing for Development Forum and the High-level Political Forum on Development, they met with nearly 30 UN Member States and agencies to discuss development, sustainability, health and nutrition. Their efforts were instrumental in



GDP Dairy Ambassadors at the UN High-Level Political Forum. From Left: Mumbi Munene (Emerging Ag), Margaret Munene, Simon Simonsen, Mary Knigge, Jerry Kaminski

improving the language on nutrition in the draft Universal Health Coverage Declaration (to be finalized in September).

### International Agri-Food Network

GDP Executive Director Donald Moore completed his two-year term as chair of the International Agri-Food Network, which works on a variety of issues related to agriculture, food and nutrition. The group also serves as the focal point for the Private Sector Mechanism of the UN Committee on World Food Security.



### Global Agenda for Sustainable Livestock (GASL)

The 9th Annual GASL Multi-Stakeholder Partnership Meeting was held September 9-13 at Kansas State University in Manhattan, KS. This year's meeting, themed "Innovation for Sustainable Livestock Systems," marked the first time it was held at an academic institution. It was also the first time the United States has hosted the event.



GLOBAL AGENDA FOR SUSTAINABLE LIVESTOCK

The meeting included presentations, panels, posters, field tours and discussion, highlighting innovative solutions from around the world to address sustainable livestock production and agri-food systems. GDP was instrumental in planning and fundraising for the meeting and worked to bring balance to the debate on modern agricultural practices by focusing on scientific evidence and case studies.

GASL is a partnership of stakeholders committed to the sustainable development of the livestock sector.

# DAIRY SUSTAINABILITY FRAMEWORK



Chaired by GDP, DSF provides a means for the global dairy sector to demonstrate continuous improvement in producing nutritious food in a sustainable and responsible way. Highlights this year include:

## Reporting against Indicators

DSF will report on progress against the first seven of the 11 indicators that have been previously identified and agreed upon. The data is being aggregated and draft key messages are in development for discussion at DSF's Annual Members Meeting in September.

## Global Warming Potential of Methane

With financial support from the dairy, beef and sheep sectors, a detailed literature review is being conducted on the Global Warming Potential of Methane, which is a more accurate way of accounting for methane from ruminant livestock production. The literature review should be complete by the end of September, followed by a comment period for the ruminant sector to determine next steps.



## Cattle Health and GHG emissions

In partnership with the Global Research Alliance for Agricultural GHG Emissions, this research project looks to show the benefits of proactive cattle health management from a GHG and economic perspective. The study, which will take place in the UK, Chile and Kenya, investigates how aggregate proactive health management can be included in national emissions reporting for countries to the Intergovernmental Panel on Climate Change, the UN body for assessing the science related to climate change. An update on the research will be given at a COP25 Side Event in Chile later this year.



## Sustainable Dairy Partnership (B2B Model)

Led by the SAI Platform Dairy Working Group, the Sustainable Dairy Partnership is a new method of providing evidence and showing continuous improvement in sustainability at the farm level. Built on the intellectual property and success of DSF, this B2B model will utilize existing structures and leverage dairy processor management systems that are already in place. The goal for the Sustainable Dairy Partnership, which will have a "soft launch" for SAI Platform members at the 2019 IDF World Dairy Summit in Istanbul, is to reduce audit fatigue and save costs for both large buyers and sellers of dairy products. One example includes decreasing the number of farm audits required by providing evidence in other ways.



## Dairy Asia

DSF is working with Dairy Asia, a group of 13 countries in Asia, to develop a strategy and network to share information and improve sustainability of the dairy sector there. A new secretariat has recently been appointed.

DSF is also currently applying for funding to conduct two pilot projects in Dairy Asia.



## NUTRITIONAL SECURITY

### Food Systems

GDP has been working with the Private Sector Mechanism and the UN Committee on World Food Security on the development of voluntary guidelines for food systems and nutrition.

The guidelines are intended to serve as a



reference document for guidance to governments and other stakeholders regarding appropriate policies, investments, and institutional arrangements for addressing the key causes of malnutrition. Through oral and written comments, GDP has

been emphasizing the importance of science-based evidence and continuous improvement throughout the development process, which is expected to be completed by October 2020.

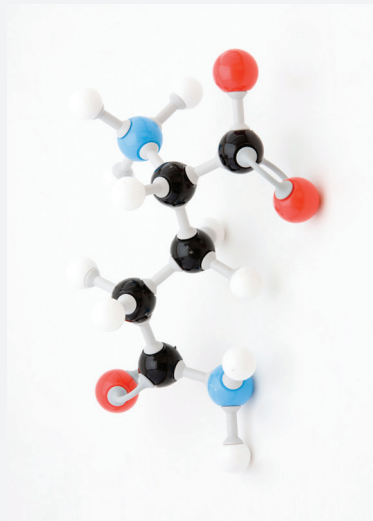
### Protein Quality

GDP has been spearheading an effort sponsored by several companies and organizations in the animal and plant-based nutrition industries to develop a method that

more accurately rates the quality of protein-containing foods. That method, Digestible Indispensable Amino Acid Score (DIAAS) has recently been recognized by the World Health Organization and FAO as the most accurate way to measure protein quality.

The challenge is that no standard

methodology has been developed that will allow for the valid, reproducible assessment of protein foods via DIAAS. GDP is partnering with universities in New Zealand, France, the Netherlands and the United States on Project



Proteos, a program designed to develop a data set to support the adoption of DIAAS.

GDP is meeting with FAO in October to share the data and re-assess how they may incorporate DIAAS.

### Dairy Research Consortium (DRC)

GDP serves as the secretariat for the DRC, a group of nutrition science experts representing dairy organizations in six countries. The DRC meets quarterly to discuss the latest research and nutrition science issues and works collaboratively to co-fund pre-competitive research. The DRC currently has four strategic pillars: Milkfat, Protein, Bone Health and Sustainability. At the May 2019 meeting in Utrecht, Netherlands, sustainable diets and dairy's role in environmental health were the primary focus areas. The Danish DRC delegation agreed to spearhead DRC sustainability efforts moving forward.



### R&D Tech Directors

In 2019, GDP began coordinating meetings with research and development leaders from a number of leading commercial dairy companies. The meetings provide a forum to discuss issues affecting the dairy sector in a pre-competitive manner. Based on the success of the initial meetings, GDP plans to expand

the group and make the meetings accessible to additional dairy technical leaders.

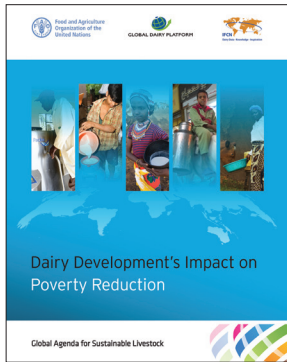




# DAIRY DEVELOPMENT

## Poverty Paper

In conjunction with FAO, GASL and the International Farm Comparison Network (IFCN), GDP developed the first in a series of research

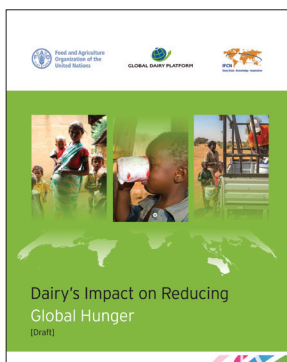


papers on how dairy can help with socio-economic challenges articulated in the UN Agenda 2030 and the SDGs. The paper, *"Dairy Development's Impact on Poverty Reduction,"* examines the important role dairy development plays in lifting rural families and communities out of poverty. The study provides quantitative evidence

that dairy cow ownership or improvements in production can significantly contribute to SDG1 - No Poverty.

## Hunger Paper

Throughout 2019, GDP has again worked with FAO, GASL and IFCN to develop the second

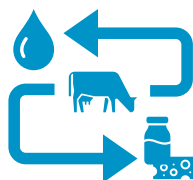


research paper in the series, *"Dairy's Impact on Reducing Global Hunger,"* which demonstrates the role dairying plays in tackling SDG2 - Zero Hunger. The study has been completed and results will be shared during GDP's annual meeting in Istanbul. The written report is currently undergoing final approvals by FAO's

Copyright Department and will be sent to all members once printed.

## Dairy Impact Methodology

In order to provide a consistent assessment of the socioeconomic value of the dairy sector, GDP has been leading development of the Dairy Impact Methodology (DIM). DIM will allow dairy and non-dairy stakeholders, including governments and donor organizations, to measure the current and potential contribution of dairy to social development in



both existing and developing dairy economies. In addition to GDP, DSF, FAO, GASL and IFCN, the taskforce for this initiative includes representatives from the International Fund for Agriculture Development (a UN agency), the International Livestock Research Institute, the Intergovernmental Authority on Development and the National Dairy Development Board of India.

The first prototype of DIM will be implemented later this year with the results ready for review by the taskforce early in 2020.

## Dairy Nourishes Africa (DNA)

DNA is a dairy development initiative being formed by GDP, starting with a pilot in Tanzania. The goal in Tanzania is to double dairy production and consumption to 100 liters per person per year, which will deliver measurable improvements in the health and well-being of the entire population, especially children, for generations to come. It will provide measurable growth across multiple economic indicators, from improved land utilization, to growing jobs, to increased tax collection, to faster economic expansion. The project will also empower youth and women, supply high-quality nutrition, and generate daily cash flow to strengthen rural economies.



After receiving overwhelmingly positive support from GDP's board of directors and attendees in June 2019 at the NOURISH Conference in Chicago, an Execution Plan and Prospectus is being developed for completion by the end of the year. The Prospectus will be used to source additional funds from outside the dairy sector in order to make DNA Tanzania a reality. Funding is needed to develop this plan, so please contact Donald Moore, GDP Executive Director, (Donald.Moore@GlobalDairyPlatform.com, +1 847-627-3386), to participate and contribute.

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**GLOBAL DAIRY PLATFORM**

**GLOBAL DAIRY PLATFORM** leads a collaboration of dairy companies, associations, scientific partners and other bodies in promoting the necessary intake of nutrient-rich dairy products, building evidence of dairy's role in the diet, and showing the sector's commitment to responsible and sustainable food production. Together, we aim to demonstrate dairy's contribution to global food systems, healthy diets and sustainable livelihoods.

**GDP WOULD LIKE TO THANK ALL OUR MEMBERS FOR THEIR ROLE IN THE PROGRESS THAT HAS BEEN MADE FOR THE DAIRY SECTOR IN 2019.**