

“ The milk and dairy market landscape is a dynamic entity within the food industry. New opportunities in emerging markets, increasing globalisation, changes in consumer demand, nutritional policy and the regulatory environment are among top issues facing the industry. Global Dairy Platform was created to maximise the impact of these changes and promote and protect dairy's position worldwide.”

RICK SMITH, PRESIDENT AND CHIEF EXECUTIVE OFFICER DAIRY FARMERS OF AMERICA (DFA)

OUR MISSION: To increase worldwide demand for dairy by providing insight, guidance and networking

“ Together we are greater than the sum of our parts. Amidst the fragmented but increasingly globalised marketplace, GDP members believe it makes good business sense to join forces. Together we can accomplish much more than if we each acted independently.”

ANDREW FERRIER, CHIEF EXECUTIVE OFFICER, FONTERRA CO-OPERATIVE GROUP LIMITED

“ Global Dairy Platform does not seek to duplicate existing work. Rather, we believe a higher return on resources and funds can be achieved by better integration and sharing of pre-competitive research, promotion and regulatory activities.”

TOM S. COLEY, HEAD OF DAIRY STRATEGIC BUSINESS UNIT NESTLÉ

Global Dairy Platform is the only organisation that connects CEOs, executives and researchers from corporations, communication and scientific bodies and dairy industry advocates together to collaborate on worldwide dairy issues. Our members work in partnership to increase the demand of milk and dairy globally, by collaborating on communication, research and regulatory issues.

Global Dairy Platform

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GLOBAL DAIRY PLATFORM
KNOWLEDGE • INSIGHT • GUIDANCE

Growing the Demand of Milk and Dairy
...and **Your Business Globally.**



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1

Communication Global Dairy Platform facilitates the development and sharing of effective communication strategies and best practises and supports the consistent promotion of dairy's positive attributes while countering anti-dairy communications.

Working Behind the Scenes, Global Dairy Platform Pursues the **BEST INTERESTS** OF ITS MEMBERS **in Three Key Areas:**

2

Scientific Research Global Dairy Platform coordinates international research to reduce duplication of effort and accelerate progress on key issues affecting the dairy industry. Following completion of research work, GDP ensures the science is translated to achieve positive outcomes for communication and regulatory purposes.

3

Regulatory Global Dairy Platform works with members and partners to ensure a regulatory environment that is compatible with the interests of the dairy industry and conducive to increasing demand for dairy products.

BENEFITS OF MEMBERSHIP

- > Provide a forum for the worldwide dairy industry's CEOs to set the agenda for international cooperation and facilitate collaboration on key issues affecting the demand for dairy globally
- > Web site with a series of interactive tools to enhance collaboration amongst members
- > Access to working groups consisting of top researchers and executives who are collaborating on key issues
- > Annual meeting, where members vote on GDP direction and work programme
- > Access to exclusive databases and content on scientific, regulatory and communication activities around the world
- > Insights into globally shared issues – opportunities, challenges and best practises
- > Peer-to-peer networking
- > Recommendations on the focus and direction of local pre-competitive science, regulatory and communication activities
- > Globally applicable communication concepts for use in generic promotion campaign
- > More efficient use of global dairy resources and funds for generic activities
- > Support on local issues



1. Nutrient Density

Global Dairy Platform is working with members to strongly promote and demonstrate dairy products' unique nutrient content and how dairy can help improve population health, reduce the burden of disease and reassert consumer confidence in dairy products in being healthy and natural.

Global Dairy Platform is:

- > Creating an internationally accepted definition of nutrient density as a method of evaluating foods and nutrient content
- > Developing consistent scientific methods that link diet quality to positive health outcomes
- > Creating strong communication strategies aimed at increasing demand by demonstrating the role of nutrient dense dairy products in reducing the burden of disease and improving population health

2. Milkfat

Threats of further regulatory restrictions such as fat taxes, limits on advertising and links with dairy to heart disease, are just a few of

the many reasons GDP is working with members to arrive at an improved image of milkfat. By clarifying science, seeking consensus across the dairy industry, developing international research programmes and creating global advocacy platforms, GDP seeks to achieve a common dairy industry position regarding the role of milkfat within the diet, aimed at neutralising the negative image of milkfat by regulators and medical professionals.

3. Sustainability

Despite the huge amounts of sustainability initiatives already undertaken by the dairy sector, negative publicity about climate change jeopardises the dairy industry's 'license to operate.' Global Dairy Platform is working with members and partners to demonstrate the many programmes already in place worldwide and to develop consistent approaches to

Global Dairy Platform is Focusing on Three Areas to Combat Threats and **ACHIEVE GROWTH**



measure greenhouse gas emissions across the dairy sector, ensuring a clear and unified image of the dairy industry's approach to sustainability, ultimately changing policy maker and consumer attitudes.