



**BUILDING UP
CROWD-SOURCE
TRUST IN DAIRY**
A day at Google
sparks new ideas at
7th Annual Global
Marketing Meeting



**SUSTAINABLE
FOOD SYSTEMS**
Researchers start
the journey towards
the creation of a
consensus frame-
work



**GROWING DAIRY
DEMAND IN ASIA**
GDP's 3rd Annual
Asian Regional
Meeting high-
lights evolving
China market



PLATFORM

JULY 2016

GLOBAL DAIRY PLATFORM NEWSLETTER

ALIGNING DAIRY'S GLOBAL IMPACT

The sector's collaborative strategy is showing
how dairy is making good things happen
across the globe



FROM THE EXECUTIVE DIRECTOR

PROGRESS ON THE sector-wide strategy is moving a rapid pace. A year ago, the dairy sector had limited interaction with the United Nations and the FAO – this year dairy has already been a part of four high-level UN meetings and the GDP Nutritional Sector Lead is part of a World Food Security High Level Panel of Experts Project Team.

Working with the Global Dairy Agenda for Action (GDAA), the Sustainability Sector Lead has opened the door for the Dairy Sustainability Framework (DSF) to be a model for the UN's Dairy Asia project. And the GDP Dairy Development Sector Lead has brought GDP into the UN's Global Agenda for Sustainable Livestock (GASL) and has proposed a study on the role dairy can play in poverty alleviation. These are all important first steps in building trust with the UN and its various organizations in the dairy sector as a partner to achieve the Sustainable Development Goals.

Similarly, efforts to communicate dairy's relevance and the positive impact it makes globally have begun with the pilot phase of the Billion People Project completed and the blueprint for engagement with online affinity groups developed at the 7th Annual Global Dairy Marketing Meeting. Both of these projects are the direct outcome of multi-year work done with the International Milk Promotions Group (IMP). As I noted during the meeting, the sector now has a clear relevance story, an understanding of the tools it needs to communicate it, and the path to build dialogue and trust.

And the next steps in building the evidence base are off to a strong start as we are nearing all the funding commitments needed to conduct the first phase of protein quality research. GDP also facilitated the first meeting of 15 multi-disciplinary researchers to discuss the framework of a sustainable food system and developing independent scientific research in this field.

What is most encouraging about all of the above activity is the positive response that we are receiving as we bring the story of dairy's relevance to these new audiences. People want to know more about the sector. And they want to work with us. That's a sign that we are on the right track.



Donald Moore,
GDP Executive Director



GDP WELCOMES NEW MEMBERS TO PLATFORM

Please join us in welcoming Global Dairy Platform's newest members, Danish Agriculture & Food Council in Denmark, Elanco in the United States and Leprino Foods Company in the United States.



Danish Agriculture & Food Council

Danish Agriculture & Food Council promotes the influence of the agricultural sector and implements research and development programs within food safety and veterinary issues, animal health and productivity, animal welfare, environment and energy. Part of the Council is the Danish Dairy Industry, whose 31 dairies account for more than 20 percent of all Danish agricultural exports and totals EUR 1.8 billion annually.



Leprino Foods is the largest mozzarella producer in the world. It is a supplier to many local, national and international pizza chains and supplies nine of the top 10 frozen pizza/entrée market leaders. Leprino Foods is also the number one producer of lactose in the world and a top producer of whey protein and sweet whey. Employing nearly 4,000 employees around the world, sales of Leprino Foods products currently reach over 40 countries.



Elanco develops products and services that enhance animal health, wellness and performance. A division of Eli Lilly, Elanco has more than 7,000 employees operating in 70 countries, with 16 manufacturing and 14 research sites. The company maintains a comprehensive portfolio of nearly 300 brands encompassing therapeutics, vaccines, parasiticides, antimicrobials, surgical, enzymes, food safety and more.

EXPERTISE FOR THE UN

GDP APPLIES FOR CONSULTATIVE STATUS WITH UN ECONOMIC AND SOCIAL COUNCIL

GDP has submitted a request for formal consultative status with Economic and Social Council (ECOSOC). The accreditation process takes two years.

ECOSOC is the principal organ that coordinates the economic, social and related work of the 14 United Nations specialized agencies, functional commissions and five regional commissions. It serves as the central forum for discussing international economic and social issues, and for formulating policy

recommendations addressed to Member States and the United Nations system.

By having consultative status, GDP would be in a better position to provide expert analysis on issues directly from its experience in the field, including submitting written statements prior to sessions, making oral statements at meetings and participating in debates, interactive dialogues, panel discussions and informal meetings. 🌍

DAIRY DEVELOPMENT

GDP JOINS GLOBAL AGENDA FOR SUSTAINABLE LIVESTOCK

GDP has become a member of the FAO-led Global Agenda for Sustainable Livestock (GASL), a partnership of livestock sector stakeholders supported by the FAO and committed to the sustainable development of the sector.

Ernesto Reyes, GDP Dairy Development Sector Lead, was recently appointed to the Technical Advisory Group of the GASL.

The partnership brings together public and private sectors, producers, research and academia, civil society, NGOs, and inter-governmental organizations to focus on three areas of work:

- Closing the efficiency gap;
- Restoring value to grassland;
- Waste to worth – recovering and recycling nutrients and energy contained in animal manure.

The group most recently met in Panama, where GDP Operational Committee member Jay Waldvogel of Dairy Farmers America presented on how the concept of the DSF could become a model for all of livestock for sustainability. 🌍

PROTEIN QUALITY

FIRST PHASE OF DIAAS RESEARCH PROJECT NEARS LAUNCH

The funding commitments required for the first phases of research for completing the dataset required for implementation of the new Digestible Indispensable Amino Acid Score (DIAAS) protein quality methodology is now at 88%.

With the research project close to beginning, GDP has stepped up efforts to promote an overall protein research strategy and to seek sector support for implementation.

GDP Technical Director Dr. Cindy Schweitzer, PhD, CFS presented a description of the research plan to the ILSI North America Technical Committee on Protein via webinar at a meeting hosted by the USDA Human Nutrition Research Center. This committee is trying to understand research gaps and opportunities for DIAAS and asked both USDA and FDA for their perspective on this new method for protein quality.

“We’re still looking for additional organizations from both dairy and other sectors to join the project,” said Schweitzer. “Funding support can be accepted in 2016 or 2017.” 🌍

GDP SECTOR LEAD APPOINTED TO HIGH LEVEL PANEL OF EXPERTS PROJECT TEAM

The United Nations Committee on World Food Security (CFS) High Level Panel of Experts on Food Security and Nutrition (HLPE) has appointed GDP’s Nutritional Security Lead, Dr. Greg Miller, as one of ten experts to their Nutrition and Food Systems Project Team.

Dr. Miller was selected from 139 candidatures reviewed by the HLPE Steering Committee. He is the only representative of the global dairy industry, as well as the entire private sector food and agriculture industries on the project team.

This project team will develop a report for consideration at the CFS annual meeting in Rome in October 2017.

The team is led by Prof. Jessica Fanzo of John Hopkins University. Prof. Fanzo is part of the Ecosystem Network on sustainable food systems that GDP has established and has indicated the work of that group as a valuable input to the HLPE. 🌍



GDP Nutritional Sector Lead Dr. Greg Miller has been named to a High Level Panel of Experts project team



A matter of (crowd-source) trust in dairy

Before true customer engagement can happen, the dairy sector must first build a dialogue with “affinity” groups that leads to a trusting relationship.

In today’s media environment the average adult is exposed to between one million and seven million messages every year. With so much message clutter, how are consumers determining which are relevant and which aren’t?

An easy – and correct – guess is that search engines like Google are a top source. What might be surprising is that social sites like Facebook, Google+, Twitter, LinkedIn and Pinterest have become search engines themselves. Instead of going to a traditional search engine, consumers are increasingly going directly to social media channels to search for content and to learn more

about products or services. What drives this practice is that these sites are made up of affinity groups. The groups are clusters of people who share common interests, beliefs and values – and they share information amongst members who are highly trusting of each other.

Creating a plan to build this type of crowd-source trust in dairy’s story was the focus of the 7th Annual Global Dairy Marketing Meeting held 19-21 June in San Francisco, California, USA.

More than 40 dairy marketers and executives began the task by verifying the two components of Dairy’s Relevance:

1. The story attributes that support consumer values:
 - Improving health and livelihoods;
 - Positive for the planet and next generation;
 - Supporting communities and food security.
2. The shared values that creates the emotional connection with dairy:
 - Authentic, joyful and satisfying experiences;
 - Real and natural;
 - Family, friends and connection.



TOP LEFT

As part of the 7th Annual Global Dairy Marketing Meeting, global dairy marketers and executives met with a Google team at their offices in Mountainview, California for a half-day of informational presentations regarding online tools and trends.

TOP RIGHT

Two days of work groups centered on clarifying dairy's value proposition and how to communicate those values with target affinity groups.

"The elements of our sector story are rising to the forefront of the global agenda," said GDP Communications Director Jerreau Beaudoin. "The sector is in a great position to communicate with groups who share the same values."

Meeting participants then traveled to Google's corporate headquarters to understand how to engage with affinity groups. The Google team shared digital trends on how consumers seek information and influencers during "food moments." A key insight was the concept of "strong is the new skinny."

"In the past weight loss was equated with being healthy," noted Google's Steve Lerch. "Today it is more about strength and being powerful."

Another key topic was the types of content and drivers that foster engagement within interest groups, particularly in regards to YouTube as a destination for food and health. Google researchers also shared some of the tools that the sector could use to target groups and test messages.

With an understanding of the tools and channels, the group headed back to hear from global public relations firm Edelman on the drivers of trust and how

they relate to the dairy sector. Results from their 2016 Global Trust Barometer detailed how the traditional "pyramid of influence" has been turned upside down and now rests among the broad population, who talk to each other on social media or use search to find information, and no longer rely on "informed population" such as academics or policymakers for ideas.

"Information sharing today is on the consumer side," said Lisa Page, senior vice president at Edelman. "It's built through new media by an array of participants including friends, family, activists and experts of all kinds."

An additional insight for building trust was to focus on "Swing Trusters" – people who can be influenced to support and communicate. Research shows that these consumers value the opinion of leaders in social media and in particular, affinity groups. This is important to note, as consumers who trust content share it – and in turn it influences their peers.

The final day featured a series of work group breakout sessions designed to draw out the group's thoughts on potential affinity groups that could be engaged by the sector. 'Sporting Tribes,' which was described as people who

participate in athletic and/or recreational activities, was chosen as the top exploitable idea. A close second was 'Teenage Flexitarian Girls Exiting Dairy,' who are broadly defined as young females making conscious decisions to leave dairy consumption based on a number of myths.

A small workgroup is now building a project brief and global communication objective around the Sporting Tribes group, along with a plan which will detail the requirements for local markets so that they can plan their execution strategy.

"The sector knows its relevance story, the tools we need to use to communicate it and a path to build dialogue and trust with an affinity group," said Donald Moore, GDP Executive Director. "Most importantly, we have global engagement around executing a unified strategy locally." 🌍

ACTIVATING THE POWERFUL VOICE OF DAIRY'S ONE BILLION PEOPLE

The Billion People Project, an idea that came out of the 2015 Global Dairy Marketing meeting held in Copenhagen, is about reaching out to the one billion people whose lives are linked to the dairy sector with a key message: being part of the dairy sector means that every day you bring the life-sustaining power of dairy to your community and the world.

As part of the project, a Messaging Platform for Dairy Relevance Communication was developed and circulated to Copenhagen meeting participants to review and validate. At this year's meeting in San Francisco, presentations by three organizations who have begun implementing the project revealed some best practices for others to consider:

Adapt the guidance to the country context and culture. As anyone who has studied a foreign language knows, there are often words and concepts expressed in the original, "sender" language that do not translate easily into the "receiver" language. Winnie Pauli, of the Danish Agriculture and Food Council, stressed the need to go beyond a simple translation of the message document and focus on the original inspiration for the core messages.


"As we outlined a multi-targeted communications plan with our leadership, it was important to ensure they understood how this project would impact the shared values and benefits of the dairy sector in Denmark," said Pauli. "We weren't asking them to accept the exact wording of the messages – we wanted them to internalize the intent of the messages. So the first thing we did was rebuild the document in our language and culture so that we knew the true meaning and purpose was being completely and accurately communicated."

Build on the commonalities the messaging has with your current communications. The Billion People idea was designed to be adaptable so that

it can be integrated into communication vehicles already in place. Dominic Quin, of New Zealand-based Dairy Co-op Fonterra, presented elements of their social media campaign "4:31 AM", which has dairy farmers talking about the pride in the work that they do and the good it brings to the community.

"Our 10,500 farming families do amazing work. They're also incredibly proud of the Co-op they own and the significant contribution it makes to our country," said Dominic. "The 4:31 AM campaign is a great expression of the Billion People project; it focuses on the reach of the Dairy Sector and the positive social, environmental and economic impact it makes on global, regional and local communities."

Find opportunities to improve the visibility of dairy's contributions to improving people's lives in your educational outreach. Christine Leighton, from Milk South Africa, noted in her presentation that while the Consumer Education Project of Milk SA was designed to speak to the SA dairy industry, it focused initially on just the health and nutritional benefits of dairy products. The Messaging Platform, however, gave her another perspective to consider in terms of content.

"Basic health messages are the heart of the program, but it doesn't take much to bring in the elements of the dairy relevance story to strengthen the emotional connection with the groups we are targeting with this program," said Leighton. "The position of building a stronger, more dynamic community and helping people live healthier lives are shared values that resonate with dietitians, nutritionists, doctors and nurses alike." 

DO YOU HAVE THE DAIRY RELEVANCE MESSAGING PLATFORM?

The Dairy Relevance Message Platform helps the dairy sector communicate a clearer and more effective message of purpose. It supports the Billion People and the global Affinity Group projects. Download your copy from the GDP Membercenter or contact Jerreau Beaudoin, GDP Communications Director, at jerreau.beaudoin@globaldairyplatform.com.



RESEARCHERS DEBATE THE MAKE-UP OF A SUSTAINABLE FOOD SYSTEM

In June, GDP hosted a meeting of fifteen multi-disciplinary researchers from Europe and North America in Chicago to discuss the framework of a sustainable food system. The objective of the meeting was to deliver an overview of the complex matrix involved in defining an achievable system and the subsequent evidence needed to create it. A report is in the works, but below are a few of the main themes drawn from this first meeting.



LEFT

Researchers discuss an “ecosystems” approach to understanding the sustainability of the food supply.

RIGHT

Roundtable brainstorm sessions probe the social and economic implications of food production and consumption.

A global holistic approach is a must and a balanced strategy is essential. The group began by constructing a blueprint of the “must-have” components. A draft framework drawn by Dr. Helen Peachey of Oakland Innovation and shared for directional input with key stakeholder groups such as FAO, UN Environment Program (UNEP), Consultative Group for International Agricultural Research (CGIAR) and Bioversity International served as a guidepost. The importance of a multidisciplinary approach was quickly accented – no one specialty should be considered paramount, nor can individual objects be treated in isolation.

There is a clear need to reach out and build bridges to design something better for the future. The components of a complete sustainable food system not only draws from many food and nutrition specializations but also from many other fields. Furthermore, food productions and its consumption form part of the national heritage of every country and culture. Inclusiveness is paramount.

This group may be on the verge of creating something new. The participants agreed there are no other initiatives currently underway that cover this extensively. It is hoped that presentation of the themes discussed at upcoming conferences will stimulate an ongoing and interesting debate and provide hints for reflections and treatments, as well as the idea of a new science or type of future of food systems analysts.

It's crucial to foster collaboration for good methodological practice and flexible protocols. To build on this first meeting and progress the interaction more broadly, various deliverables were envisioned, such as a public blog group, a new curriculum, webinars and scientific conferences. These are all occasions for experts to discuss ongoing projects that will advance scientific research in this field. 🌍

How complex
is decoding
a sustainable
food system?
Researcher's
think it might
warrant a new
field of study
or analyst role.

REGISTER FOR GDP'S 10TH ANNUAL MEETING

A reminder to reply to the invitations recently sent for GDP's 10th Annual Meeting 14 October 2016 in Rotterdam, The Netherlands.

The meeting will be held at the De Doelen Centre, starting with a buffet lunch and networking at 12:30 followed by the meeting from 13:15 to 17:00. Following the meeting there will be a Networking Reception from 18:30 to 20:30.

GDP will also be holding a separate Commercial Members Meeting on Saturday, 15 October at the Rabobank offices in Rotterdam.

For questions and more information on invitations and registrations, please contact Kathy Laning at kathy.laning@globaldairy-platform.com or +1 847 627 3388. 



Elaine Sun, CEO of China Mengniu Dairy Co., Ltd., presenting at GDP's 3rd Annual Asian Regional Meeting in Beijing, China.

REGIONAL MEETINGS

CONSUMER INSIGHTS, FOOD SAFETY AND ENVIRONMENT SPOTLIGHTED AT ASIAN REGIONAL MEETING

Presentations and discussions highlighted the driving forces for the China dairy customer as well as food safety and environmental issues at GDP's 3rd Annual Asian Regional Meeting in Beijing, China.

Elaine Sun, CEO of China Mengniu Dairy Co., Ltd., discussed the "New Dairy Consumption Era in China," highlighting ten trends in nutrition and health. She said that Chinese brands have higher motivation to innovate to meet customer behaviors such as increased on-line shopping and interest in health monitoring.

Christina Zhu, Managing Director, Fonterra Greater China, noted in her presentation "Consumer trends: Dining out in China," that younger consumers are "trading up" and seeking better quality, health, nutrition and taste. Consumers are valuing natural products, leading to less processed foods and more consideration of farm-sourced foods. There is also growing acceptance of diverse dairy foods in the market.

Food safety and environmental tools commanded the agenda on the second day.

Prof. Yujun Jiang, Vice Director, National Research Center of Dairy Engineering and Technology, detailed the implications of China's new Food Quality and Safety Law and Regulation on Infant Formula Quality.

Dr. Ying Wang, Director, Sustainability Research, Innovation Center for U.S. Dairy and Co-Chair United Nations FAO LEAP Partnership Technical Advisory Group, presented on Sustainability Stewardship and Tools.

Dr. Yuan Kong, Lead of Agriculture Environmental Office, Ministry of Environmental Protection, and Dr. Hongmin Dong, Deputy General Director, IEDA, Chinese Academy of Agriculture Sciences each presented on Environmental Challenges and Opportunities in the China marketplace. 

GLOBAL DAIRY PLATFORM

10TH ANNUAL MEETING 2016
ROTTERDAM, THE NETHERLANDS

14 OCTOBER 2016
DE DOELEN CENTRE, ARCADIS ROOM
12.30-13.15 LUNCH & NETWORKING
13.15-17.00 MEETING
18.30-20.30 REFRESHMENTS & NETWORKING

15 OCTOBER 2016
RABOBANK ROTTERDAM OFFICE, BLAAK 333
07.30-8.15 CONTINENTAL BREAKFAST
08.15-12.30 MEETING
12.30 LUNCH & NETWORKING

RSVP BY
SEPTEMBER 2, 2016