



MEASURING  
DAIRY'S SOCIAL  
VALUE GDP  
co-submits Action  
Network proposal  
at GASL Annual  
Meeting

**Scope**  
*Multistakeholder  
Partnerships to Finance  
and Improve Food Security  
and Nutrition in the  
Framework  
of the 2030 Agenda*

CFS HLPE  
High Level  
Panel of Experts

HLPE REPORT  
E-CONSULTATION  
Summary comments  
to Food Security and  
Nutrition report are  
now available for  
review



SOCIAL MEDIA  
INSIGHTS GDP  
members can  
review and  
download reports  
from Elanco Pulse  
Institute



# PLATFORM

MAY 2017

GLOBAL DAIRY PLATFORM NEWSLETTER

## LET THE DAIRY CELEBRATION(S) BEGIN!

On June 1<sup>st</sup>, the world celebrates the good things  
happening around the globe because of dairy.



**R**AISE A GLASS. IT'S A SIMPLE PHRASE. MAYBE EVEN A BIT SIMPLISTIC. But when the global task-force of dairy marketers selected to create the framework for promoting World Milk Day began working to develop a creative positioning that would inspire and unify the sector, those three words perfectly summed up the message and approach the sector was looking for.

The dairy sector cares deeply about the individual lives that it impacts. We are at the forefront in building a stronger, healthier, more dynamic world. The sector's strength comes from its local presence and intimate involvement in communities – with the benefit of the reach, depth and breath of a global movement. Great results come from the work done everyday by people engaged in the dairy sector.

Raising a glass is a universal gesture of celebration – as well as acknowledging a job well done. As the sector looks to raise awareness of the good that happens every day around the world because of dairy, it seems fitting to say 'Cheers' 'Mma manu' 'Yam sing' to the parents who make sure there's always a carton in the fridge, to the hard working dairy farmers and to the organizations and huge network of people who help us to enjoy the goodness of milk. With June 1<sup>st</sup> just a few weeks away, I hope you are able to join in celebrating dairy products, the joy they bring and the sector's commitment to creating a better world.



In meetings with leaders of government, NGOs and other world bodies around the globe, they raise concerns about the long-term nature of the work and resources needed to deliver tangible outcomes to the Sustainable Development Goals (SDGs). As you will see in the following pages, we have begun moving forward on various opportunities where we think dairy can have the greatest impact. This is not only establishing dairy's credibility as a sector willing to roll up its sleeves and get to work, but it's also helping build third-party evidence of dairy's contribution to solving global health and nutrition issues.

It is truly amazing what we can accomplish when both the public and private sectors come together with a shared sense of purpose. As always, we welcome your thoughts, feedback and partnership.

A handwritten signature in black ink that reads "Donald Moore".

Donald Moore,  
GDP Executive Director

## GDP WELCOMES NEW MEMBER TO PLATFORM

Please join us in welcoming Global Dairy Platform's newest member, California Milk Advisory Board (CMAB), in the United States.



The California Milk Advisory Board (CMAB), an instrumentality of the California Department of Food and Agriculture, is funded by the state's more than 1300 dairy families. One of the largest agricultural marketing boards in the United States, the CMAB executes advertising, public relations, research and retail and food service promotional programs on behalf of California dairy products, including Real California Milk and Real California Cheese, throughout the U.S. and internationally.

## SUSTAINABILITY

# DSF DEVELOPING NEXT FIVE INDICATORS FOR 2017 LAUNCH

The next five 'indicators' for the Dairy Sustainability Framework (DSF) have been identified for development, with the aim of all five being launched in 2017.

Indicators are actual or proxy 'measures' that can provide an indication of progress towards a criteria's strategic intent. University of Arkansas Prof. Marty Matlock has been retained by the DSF to lead the development project.

The five indicators include:

- **Soil Nutrients** – Nutrient application is managed to minimize impacts on water and air, while maintaining and enhancing soil quality.

- **Water** – Water availability, as well as water quality, is managed responsibly throughout the dairy value chain.

- **Soil** – Soil quality and retention is proactively managed and enhanced to ensure optimal quality.

- **Biodiversity** – Direct and indirect biodiversity risks and opportunities are understood, and strategies to maintain or enhance it are established.

- **Working Conditions** – Across the dairy value chain, workers operate in a safe environment, and their rights are respected and promoted.



## HLPE REPORT E-CONSULTATION SUMMARY AVAILABLE

A summary of eConsultation comments to the High Level Panel of Experts on Food Security and Nutrition (HLPE) report "Multistakeholder Partnerships to Finance and Improve Food Security and Nutrition in the Framework of the 2030 Agenda" is now available for download on the FAO's website.

The eConsultation attracted 86 contributions from 29 different countries. 19% of contributions come from national governments, 7% from civil society and NGOs, 13% from the private sector and 36% from academic/research institutes.

Many contributors sent more detailed comments or suggested text to be directly inserted into the draft. Those detailed comments, as well as the references and case studies suggested in many contributions, were shared with the project team that is developing the report for consideration at the World Food Security (CFS) annual meeting in Rome in October 2017.

## DAIRY DEVELOPMENT

# GDP CO-SUBMITS PROPOSAL TO GASL TO MEASURE DAIRY'S SOCIAL VALUE

GDP, IFCN, GASL and the FAO co-submitted a proposal to implement an Action Network on Livestock for Social Development at the 7<sup>th</sup> Annual Global Agenda for Sustainable Livestock multi-stakeholder partnership meeting in Addis Ababa, Ethiopia.

The meeting attracted more than 250 livestock specialists from 50 countries to discuss strengthening the role of livestock in supporting livelihoods, producing safe food and protecting the environment.

"Stakeholders are currently unable to consistently measure the value of livestock, including dairy, to social development. As a result, there is a lack of strong evidence," said Ernesto Reyes, GDP's Dairy Development Sector Lead. "This proposal aims to create a more enabling environment and more investments in livestock that support social improvement. The main focus will be on the dairy

sector to start due to its unique social-supporting features."

Proposal outcomes include developing a robust evidence base on the role of dairy in social development. Additionally, it would provide tools and guidelines to assist stakeholders in assessing the current contribution of dairy to desirable societal dimensions and measuring the benefits of investing in dairy to improve the sector contribution to social development.

Actions networks in the GASL are multi-disciplinary, multi-stakeholder groups that provide evidence to support practice change for sustainable development at local, regional and global level. Those groups also advocate for the adoption of good practices through policy changes along the livestock value chain, targeting public and private sector actors and other stakeholders.



 HLPE open e-consultations

HLPE e-consultation on the Report's scope, proposed by the HLPE Steering Committee

**HLPE report on**  
**Multistakeholder Partnerships to Finance and Improve Food Security and Nutrition in the Framework of the 2030 Agenda**  
[http://www.fao.org/forests/hsr/multistakeholder\\_partnerships/](http://www.fao.org/forests/hsr/multistakeholder_partnerships/)

- Collection of contributions received -

These proceedings are compiled by the secretariat of the High Level Panel of Experts (HLPE) for the High Level Panel of Experts (HLPE).

[www.fao.org/forests](http://www.fao.org/forests)

The eConsultation summary is available for download on the FAO's HLPE website.

# FOUR SIMPLE TACTICS FOR PROMOTING WORLD MILK DAY ON JUNE 1<sup>ST</sup>

Every day, good things are happening around the world because of dairy. Nearly one billion people are supported by the year-round work family farmers, small landholders, landless laborers and women do to provide nutrient-rich foods and care responsibly for livestock and the environment. Whether transforming individuals, families and communities or as a part of a meal that gathers the family at the table, dairy is empowering people to enjoy life to the fullest.

In 2001, the FAO declared World Milk Day to take place every June 1<sup>st</sup> to raise awareness of how much the sector is a part of everyday lives and communities. More than 40 countries held celebrations last year and this year is shaping up to be the largest coordinated celebration of World Milk Day ever with a call to "Raise a Glass."

While the heart of World Milk Day is hosting local celebrations, there are four simple social media things you can do to bring global awareness to your activities.

**1. Create a "Raise a Glass" Boomerang.** Raising a glass is a universal gesture of celebration – and lies at the heart of communities worldwide. Create a boomerang (short looping video) which shows people raising a glass, like a farmer standing in front of his herd to celebrate his hard working producers or children at a school raising a glass of milk together. Share your post on social media, tag a friend or organization and challenge them to create and share their own boomerang. Instructions for creating boomerangs are on [WorldMilkDay2017.com](http://WorldMilkDay2017.com).

**2. Use #WorldMilkDay in your social media posts.** In addition to your boomerangs, share your stories about the goodness of milk on your social media accounts using the hashtag #WorldMilkDay. GDP will be driving posts on World Milk Day branded Twitter, Facebook, Instagram and LinkedIn accounts for 72 hours before, on and after June 1<sup>st</sup>. Follow those accounts and retweet the posts to your followers. And don't forget to throw in EMOJIs - a combination of the world and a glass of milk: 



The website [www.WorldMilkDay2017.com](http://www.WorldMilkDay2017.com) features a range of creative assets and promotional material that can be downloaded and customized as needed for local events, location and language.

**3. Join the Thunderclap.** Joining the Thunderclap means allowing it to post a one-time message on your Twitter, Facebook or Tumbler account on June 1<sup>st</sup>. You can choose a default message of "It's #WorldMilkDay!! Together we raise a glass to celebrate the benefits of milk for our lives <http://thndr.me/bwr1qA>" or provide one of your own.

Joining the Thunderclap – and using the #WorldMilkDay hashtag on your posts – will increase the visibility of all your social media posts. Plus it will get you involved in the TINT takeover of the [www.WorldMilkDay2017](http://www.WorldMilkDay2017) website where posts from all over the world will be aggregated on June 1<sup>st</sup>.

**4. If you are hosting an event, enter it on [WorldMilkDay2017.com](http://WorldMilkDay2017.com).** The website features a range of creative assets and promotional material that can be downloaded and customized as needed for local events, location and language. These include posters, recipe cards, nutrition cards, coasters, social media visuals, press releases, key messages, FAQs, and instructions on using boomerangs and GIFs.

The success of promoting World Milk Day on social media means a louder voice for the dairy sector and the good it does every day around the world. For additional information and ideas for local celebration events, email [info@globaldairyplatform.com](mailto:info@globaldairyplatform.com).

NEWS



Dr. Henrik Jørgen Andersen of Arla Foods amba presents at the Nutritional Security Advisory Council Meeting in Chicago, Illinois.

# NUTRITIONAL SECURITY

# NUTRITIONAL SECURITY ADVISORY COUNCIL FOCUSES ON OPPORTUNITIES FOR DAIRY TO SUPPORT SDGS

GDP convened its first Nutritional Security Advisory Council (NASC) meeting in Chicago, USA to explore critical issues related to global food security and food systems.

"Our goal with this council is to tap into the knowledge of experts and organizations who are already doing strong work in the food security area and understand the multiple dimensions of the issue," said GDP's Nutritional Security Lead, Dr. Greg Miller, who chaired the meeting.

**"This is key to creating a strategy that connects the unique contributions dairy makes to relevant nutritional, social and economic development needs."**

The Council's initial focus is on how the dairy sector is supporting the UN Sustainable Development Goals, particularly Goal 2: End hunger, achieve food security and improve nutrition and promote sustainable agriculture. 

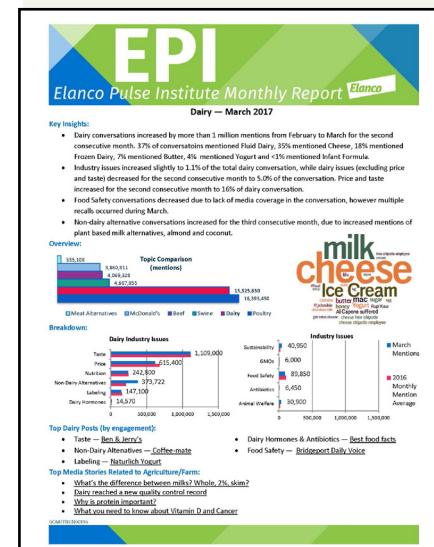


# ELANCO PULSE INSTITUTE SOCIAL MEDIA REPORTS AVAILABLE FOR GDP MEMBERS

GDP is pleased to draw your attention to new social media reports from Elanco Pulse Institute (EPI), which are being made available to GDP members courtesy of Elanco. An archive of monthly reports is available in the GDP MemberCenter.

The reports provide EPI's social media insights from conversations, trends and social influencers on dairy, animal welfare, sustainability and antibiotics. The goal of these reports is to help industry leadership have a quick 3-5 minute review and snapshot of the category or topic social media conversations of interest.

For more information on EPI, the reports or content, contact John Metzger, Director-Global Food Industry & Consumer Affairs, Elanco directly at [metzger\\_john\\_jm@elanco.com](mailto:metzger_john_jm@elanco.com). 



An archive of monthly Elanco Pulse Institute Social Media reports are available in the MemberCenter in the shared documents folder.