



Caring Dairy: Unilever and CONO approach for sustainability





What is sustainability for us?

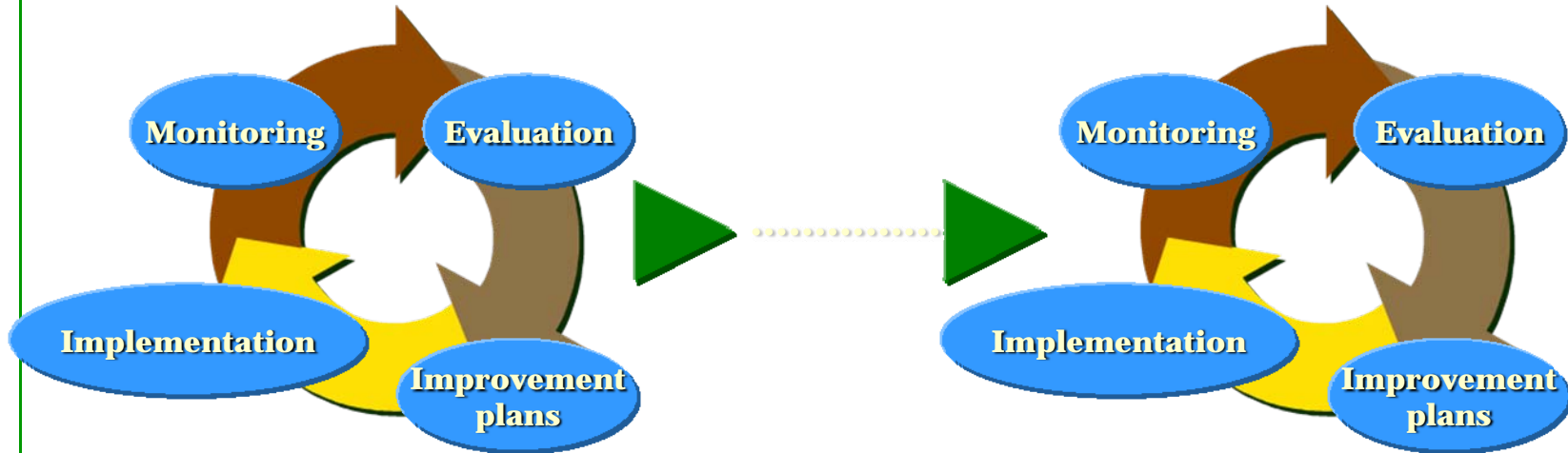
Sustainable dairy farming is protecting and improving the natural environment, animal welfare, and conditions of the local communities, while at the same time being productive and efficient.

Important characteristics:

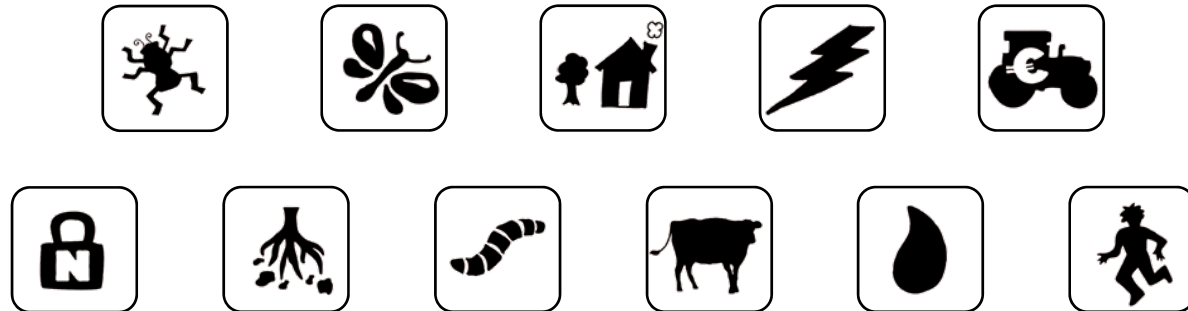
- Integrated approach
- Continuous improvement
- Bottom-up
- Knowledge based



Continuous improvement & Integrated



11 indicators



Bottom-up and knowledge based

- Caring Dairy workshops
 - > 450 participating farmers
 - 134 workshops in 2008
 - 155 workshops in 2009

- CD improvement plans
 - Individual
 - For each workshop
 - ± 1400 per year

- CD monitoring system
 - For most important indicators
 - Benchmark



Collaboration makes success

- Farmers and other chain partners
 - Integrated approach
 - No shift over of sustainability problems

- NGO's
 - Advise
 - Credibility



- University and research



- Competitors

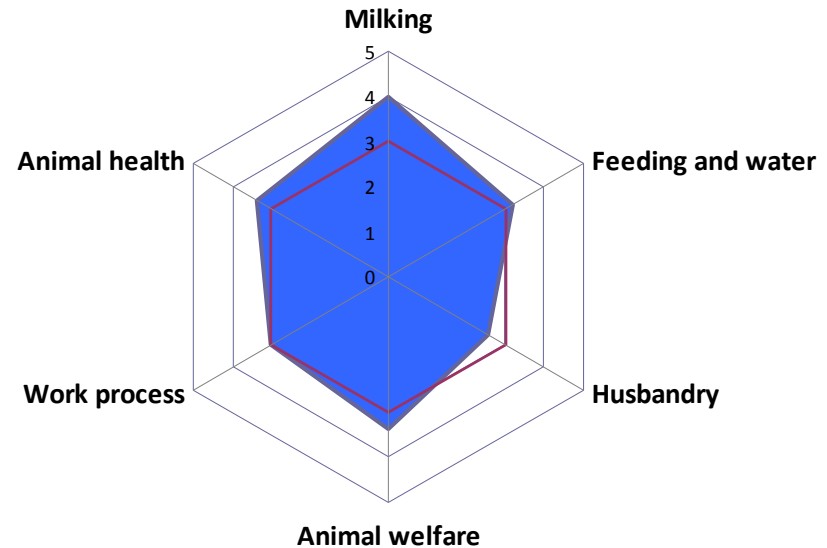


- SAI
- NZO “sustainable dairy chain”



Measuring success

- Monitoring system for sustainability
 - Happy cows
 - Happy planet
 - Happy farmers
- Free publicity
- Leader in dairy sustainability



Discussion

CARING Dairy

