



December 2010 Newsletter Dairy LCA Project

Dear all,

Please find below the December newsletter. As my contract for this work is now complete, I know that the work in this area will be more than capably delivered by Stanislav Jas (see below) of the International Dairy Federation. I am sure that you all will join me in wishing 'Stan' all the very best with his exciting new role. If he has half the satisfaction that I have had working with you all over the last two years, his role will be more than fulfilling!

I will still be closely connected as Chair of the IDF Standing Committee on Environment, so will continue to be in contact with some of you.

I would like to thank Global Dairy Platform for their foresight in recognising the need for coordination in this area and providing the necessary pump priming funds to get the initiative started. I would also like to thank the Sustainable Agriculture Initiative Team for allowing me to effectively use them to deliver this work. Their support has been immense!

Importantly, I see the progress of the work to date being down to all of you who have contributed in many ways towards the goal of *sustainable dairy production* – thank you!

For those of you who I will not see in IDF circles, I sincerely wish that we will still be in contact through our joint sustainability activities. Please feel free to contact me using the following e-mail – brian.lindsayconsulting@gmail.com

Wishing you all a fantastic 2011!

Best regards and thanks,

Brian

Introducing Stanislav 'Stan' Jas

Thanks to Joerg Seifert for providing this piece on our new colleague

Mr. Stanislav Jas, the new IDF Technical Officer in charge of environment and other sustainability-related work will take over the lead and coordination of the Global Dairy Agenda for Action as of 3 January 2010. Brian will continue his involvement in order to guide and ensure a smooth transition process for a few weeks.

IDF is delighted to announce the appointment of Mr. Stanislav Jas to the recently created new IDF staff position of IDF Technical Officer in charge of Environment and other Sustainability-related work as of 3 January 2011. Stanislav Jas (Stan) was born and grew up in the Czech Republic. He obtained Engineering in Agriculture degree of Mendel University of Agriculture and Forestry Brno (CZ) in 2002 prior to completion of his agricultural studies resulting in the European Master's Degree of Ecole Supérieure d'Agriculture d'Angers (France) in 2004. Prior to and during his studies, Stan has worked in different fields of agricultural research connected to different livestock sectors including bee keeping and vine nursery/winemaking business. His outstanding technical qualification served as a useful background for his later employment as former Secretary of the Deputy Minister of the Czech Ministry of Agriculture in charge of the Commodities Section. In 2006, Stan joined the Brussels based head office of COPA-COGECA as the representation of the general and specific interests of farmers in the European Union and the lead organization speaking on behalf of the European agricultural sector as a whole in EU policy discussions. Within COPA-COGECA Stan has been acting as Senior Policy Advisor for a wide range of livestock



industries, including dairy, excelling his profound knowledge about agriculture combined with outstanding management and coordination skills. He is fluent in several languages including French and English.

EBLEX Roadmap for Beef and Sheep

As reported in an earlier edition of this newsletter, the English beef and lamb industry environmental roadmap titled '*Change in the air*' was 'Phase One' of the meat industries environmental activities. In November 2010, EBLEX in association with other industry organizations, including input from retailers such as Marks and Spencer and McDonalds, released 'Phase Two' of their environmental roadmap, titled '*Testing the Water*'. This second document aims to build on Phase One by evaluating relationships between physical and financial performance for commercial beef and sheep systems across England.

Using Cranfield University modeling expertise the report also attempts to quantify the water footprint for English beef and sheep production as well as placing values on the landscape and biodiversity contributions from the sectors.

Additionally this report undertakes a quantification exercise on three key areas associated with the meat processing sector, water consumption, effluent production and energy use.

This study and report is all undertaken in the context of the triple bottom line. I recommend that any industry associations or others undertaking work on a sectoral basis, takes a look at this report. The report can be downloaded at:

http://www.eblex.org.uk/documents/content/publications/p_cp_testingthewater061210.pdf

Scottish agriculture and climate change

A new action plan to help cut greenhouse gas emissions from across the agricultural sector has been launched by the Scottish Government. The five-point plan will help farmers increase productivity and tackle climate change.

The Scottish Government's **5 Key Action Areas** are:

1. Using energy and fuels efficiently
2. Developing renewable energy
3. Locking carbon into the soil and vegetation
4. Optimising the application of fertiliser and manures
5. Optimising livestock management and storage of waste

Farming for a Better Climate (FBC) is funded by the Scottish Government and a dedicated website hosted by the Scottish Agricultural College (SAC), will offer advice on cost-effective ways to benefit business and the environment.

To learn more of this initiative and access some of the downloadable support materials go to:

<http://www.sac.ac.uk/climatechange/farmingforabetterclimate/>



How do we manage the 'Production System' issue?

How do we deal with the 'Crunchy' consumer? Not sure what I am referring to...Then read on!

Attached is an article shared with us by Greg Miller of DMI which makes me ponder, (using the US beef sector as an example) if we are not looking for differences between systems of Production (High input vs. Low input or Intensive vs. Extensive etc) with reference to emissions reduction, then should we not at least have answers as to why we are not pursuing what science is indicating regarding livestock production and GHG emissions?

It may be that we can argue our case through the triple bottom line and the pursuance of a holistic approach in achieving a suitable balance as opposed to focusing on a single issue? But is this sufficient or should we be more 'ahead of the curve' for when the, as the article puts it, the 'Antis' change their approach?

To see a summary of Jude and Rogers work as mentioned in the article follow:

http://wsu.academia.edu/JudeCapper/Papers/251708/The_environmental_impact_of_corn-fed_vs._grass-fed_beef_finishing_systems

What are your thoughts on this issue?

Food for thought...

Thanks to Ghislain Pelletier of McCain Foods and President of SAI Platform, I was made aware of one of the 'eight hottest food trends', from a Canadian perspective, titled Green and Blue Sustainability. I think the last sentence is the most crucial as we head as a collaborating industry towards Parma in October for the first official reporting of the Global Agenda for Action.

Green and blue sustainability

'The buzz around sustainability programs will continue to increase, driven by the food industry and retailers like Wal-Mart. This includes social, economic and environmental sustainability - lower greenhouse gas emissions, smaller carbon footprints, fair trade programs and responsible production practices. Many Canadian farmers are already involved in some of these initiatives - like the 4R fertilizer stewardship program (ie, Right Source @ Right Rate, Right Time, Right Place) - but improvements can be made. The difference in the future will be the need to be able to prove it and the opportunity to tell the story about improvement and more sustainable practices'.

Animal Bytes

The British Society of Animal Science have for many years worked extremely diligently at ensuring that science is made available to the end user as expediently as possible. One of their initiatives is known as 'Animal Bytes', the aim of which is to provide short and incisive bytes of information on topical issues and current research in UK animal science. Animal Bytes takes a selection of articles / papers and presents these in a more readable format for end users.



There are four key areas of focus:

1. Food Quality and Security
2. Environment
3. Climate Change
4. Animal Health and Welfare

Each article will provide a link to follow for further information.

As an example, reducing methane production by 15% can be achieved through feeding either soya or linseed oil as part of the dairy cow diet, based on work undertaken at the University College, Dublin – find this article and others in the Climate Change section

To access the Animal Bytes home or Climate Change and Dairy Production pages, follow the below links:

<http://www.animalbytes.org/>

<http://www.animalbytes.org/index.php/category/issues/climate-change/>

<http://www.animalbytes.org/index.php/category/livestock/dairy/>

Biodiversity...of the retail sector?

What is the route to market for our dairy products and are we going to be limited (or have greater opportunity even?) in future by the development/consolidation of the retail sector. In the UK there has already been concern expressed by the growth of what is known as the 'big four' (Tesco, Sainsbury, ASDA and Morrison's). In the last two years some 577 UK supermarkets were approved for development according to the BBC, the vast majority attributed to these four retailers. Is this an issue in other parts of the world? How does Australia address the issue with two main retailers?

Is this a possible challenge for us as an industry, forcing greater emphasis on differentiation of products and potentially driving 'sustainability' into being more competitive to achieve market share?

To read more of this report follow the link; <http://www.bbc.co.uk/news/uk-england-12039041>

Conference – 'Dairy and the 21st Century Diet: sustainability and nutrition' – Don't forget....

Dairy UK is hosting a conference entitled "Dairy and the 21st Century Diet: sustainability and nutrition" on 27th January 2011 at 76 Portland Place, London.

Over recent years dairy products have been subject to criticism on health grounds and, increasingly, on environmental grounds, and this event will redress the balance by demonstrating dairy's important role in providing essential nutrients as part of a healthy diet. The conference will also show how this can be achieved in a sustainable fashion by highlighting the action the industry is taking to address the environmental challenges head on.

Speakers from around the world, including nutritionists, sustainability experts and academics, will present their views and stimulate the debate. You can find full details about this important event, including the full programme, at <http://www.dairyuk.org> . If you wish to register, or if you are interested in discussing sponsorship opportunities, please contact Ian Wakeling by e-mail at iwakeling@dairyuk.org or phone +44 (0) 20 7467 2621.