



August 2010 Newsletter Dairy LCA Project

Dear all,

Find below the August newsletter. As with last year the northern hemisphere, over the months of July and August, tend to be fairly quiet due to the summer holidays. Having said that we still have plenty to make you aware of in this newsletter!

Best regards,

Brian

Sustainability in Practice *Thanks to Jan Temple of DMI for this contribution*

Hot off the press this week from the Innovation Centre for US Dairy is a new electronic publication 'Sustainability in Practice'. This publication is similar to the Green Paper that supports the Agenda for Action in that it profiles the positive sustainability actions of both individual dairy farmers and dairy manufacturers. I recommend that you take the time to have a look at this and once you have managed the technology, I think you will be impressed!

<http://www.usdairy.com/SUSTAINABILITY/Pages/Home.aspx>

EDA-Assifonte Annual Congress 2010

This conference will be held in The Hague in the Netherlands September 22-25. The programme will have sessions on the Common Agricultural Policy and Food Information in relation to consumer confidence. It will also have a session on Working Towards a Sustainable Dairy Sector which will cover topics such as cooperation between producers and processors, GHG emissions and sector relationships with society and NGO's.

Should you be interested in finding out more or registering go to: www.eda2010.com

Agenda for Action and Green Paper - Auckland preparations

Please remember if you or a colleague is going to the World Dairy Summit in Auckland to mark the morning of Tuesday November 9 in your diary. There will be the update on progress of the Agenda for Action and Green Paper since the official launch in Berlin last year. This will be a short but informative session that will profile what has been achieved over the past year, with some profiling of Green Paper success stories and importantly, what we are seeking to achieve in the forthcoming year.

We will also have a small separate area in the foyer of the conference where we can profile the Green Paper and demonstrate the content on screen (via two laptops) as well as demonstrate how to provide on-line submissions etc. This stand will need to be manned for the duration of the conference. If any of you are intending on going to the conference and could spare some time, even if it is half or one hour to welcome and work with interested parties (the site is not complex), **could you please let me know within the next few weeks**. I am in the process of building a rota of colleagues who could assist with manning the stand.

I would really appreciate your assistance here. Thanks.



Sustainable Sourcing for the Food and Beverage Industry

Well, if you would prefer London to The Hague for a conference, here it is...It is the Sustainable Sourcing for the Food and Beverage Industry conference which will run from September 21 through to the 23rd. This conference is certainly wider ranging than the dairy sector and I draw your attention to both the pre conference seminar on 'Measuring and reducing your carbon footprint' and the Thursday programme which looks at GHG's, water foot printing and sustainable supply chains.

I have attached further information for you.

In reading the programme there were the following key headlines (second last page), though the source is not quoted:

- Sales of Rainforest Alliance Certified increased 41% in 2009 from the previous year.
- 90% of consumers say the FAIRTRADE Mark on pack helps them more likely to buy a specific brand.
- One fifth of British consumers say they punish socially irresponsible companies through their shopping choices.
- 51% of consumers said they or their family had boycotted a company because its products damage the environment.
- 63% approved of a green tax to discourage behavior that harms the environment
- 58% of consumers have avoided a product or service because of the company's reputation.

How do these figures sit against your organizations existing knowledge and strategy for dairy products?

US Dairy LCA report

The US Fluid Milk LCA study undertaken by the University of Arkansas for the Innovation Centre for US Dairy is now completed. The outcomes of the study will be presented at a conference in Italy later this year. The methodological approach applied in this study has had a major, positive impact on the development of the IDF Guidelines currently being developed. To learn more about this study, the methodology related sustainability issues go to:

<http://www.usdairy.com/Pages/Home.aspx>

Embedding Sustainable Agriculture Strategies in Companies

- Have you ever felt that managers in your company do not fully understand the risks of sourcing from unsustainable agriculture, or that the business opportunities of sustainability have not been fully exploited?
- Have you ever hoped to bring some of your suppliers or customers up-to-date about what you are doing, and what still needs to be done to make the whole chain more sustainable?
- Have you ever wished that you had the language, tools and know-how to strategically embed sustainable production and procurement more fully in your company?



If you answered yes to any of these questions, our (SAI Platform and IMD) two-day executive training workshop is for you and your colleagues. Developed in cooperation with IMD's Center for Corporate Sustainability Management (CSM), the workshop focuses on sustainable agriculture and procurement, and its business relevance for companies, individual units and functions. **Embedding Sustainable Agriculture Strategies in Companies** is a highly interactive workshop and will provide participants with an in-depth understanding of this crucial issue as well as tangible takeaways that will enable them to embed sustainable agriculture in their day-to-day activities.

See attached agenda.

If you are interested in attending training course contact Emeline Fellus of SAI Platform using efellus@saiplatform.org or by going to the registration page:

https://applications.imd.ch/ViewsFlash/servlet/viewsflash?cmd=showform&pollid=RICHIGER!SAI_Training_Oct_2010

Dairy Australia launch 'Climate Toolkit for dairy farmers

Thanks to Cathy Phelps and Rob Pettit of Dairy Australia for this contribution

Dairy Australia have developed an easy to use website for dairy farmers with the aim of assisting them prepare for the challenges ahead in relation to climate change.

The key points are:

- The toolkit can help answer dairy farmers' questions about climate variability in simple-to-understand language.
- The site also offers an interactive calculator D-GAS which calculates a farm's emissions.
- Other features on the site include information specific for each dairying region which cover topics including adapting your farm to climate change, rainfall and temperature projections and regional case studies.

I have attached a press release related to this launch; though if you want to go directly to the site refer to www.dairyaustralia.com.au/climate

Nutrient Density of beverages in relation to climate impact

As you may well be aware a dairy working group has been investigating how best to approach the issue of sustainability and human nutrition. A proposal is currently being developed for discussions at the forthcoming World Dairy Summit in Auckland in November. The challenge with this topic is the limited research and published information that links these two areas together.

A recently published paper from Sweden attempts to explore the issue in relation to commonly consumed (Swedish) beverages and considers the topic from a changing dietary perspective using a Nutrient Density and Climate Impact (NDCI) model. This model has been specifically developed for the purposes of this study, which differs from other models already in the public domain. As I understand it, part of our biggest challenge in moving forward with work in this subject area, is that currently there is no agreed 'measure' for nutrient density.

Anyway here is the first in what I predict will be many papers in this evolving area of work.

Enjoy the attached.