



## July 2010 Newsletter Dairy LCA Project

Dear all,

Find below the July 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 report in this newsletter!

Best regards,

Brian

**European Food SCP Round Table** -Thanks to Erika Mink of Tetra Pak for this information

This group has in June released its 'Guiding Principles' for the *Voluntary environmental assessment and communication of environmental information along the food chain, including to consumers*. The work is in response to the proliferation of schemes and initiatives to inform customers and consumers regarding the various environmental credentials of food and drink products and supports the continued evolution of sustainable environmental performance.

With the Round Table's concern over the confusion caused by the large number of schemes and the lack of a standardised reporting protocol, the members felt that they needed to establish a scientifically reliable, practical and harmonised environmental assessment methodology. This initiative would cover food and drink products across Europe – including, as appropriate, product category specifications

The ten principles are collated under the following three key areas:

1. **Principles for the voluntary environmental assessment of food and drink products**
2. **Principles for the voluntary communication of environmental information**
3. **Principles for both voluntary environmental assessment and communication**

A copy of the report is attached with this newsletter.

### **Green Paper and Auckland preparations**

Even though 2010 is not a 'main' reporting year, the Signatories for the Agenda for Action and Green Paper are motivated to provide an update of progress thus far since the launch in Berlin last September. We have booked the press room for the Tuesday morning of the IDF Conference in Auckland and will be inviting interested parties from both the dairy sector and the press.

The 'function' will not be a press conference as such, but more a relaxed atmosphere with presentations that provide details of what has been achieved over the year since the launch of the Agenda for Action and Green Paper. The session will also detail what we hope to achieve in the next year in the build up to the two yearly report in 2011.

If you already have examples on the Green Paper and have great sustainability 'messages' associated with their progress over the last year (whether still underway or complete), then please get in touch. We want to profile a few key examples at this event and will be selecting



these in the near future. It's your chance to get even more 'value' for your sustainability efforts.

At the event we will also have a planned 'sustainability area' (with other exhibits also) in the conference centre where we will be demonstrating the Green Paper and how to provide on-line submissions of sustainability initiatives.

### **Beef production efficiency over the years**

Dr Jude Capper, assistant Professor of Animal Science at Washington State University has now extended her work on sustainability to the beef sector. She is using the same model she applied to the dairy sector detailed in her published report on the efficiency of milk production of the present day dairy herd when compared to 1944.

This new report compares the environmental impact of the US Beef Industry of 1997 to 2007 and clearly challenges the perception or misconception that the production systems of the past are more environmentally friendly than modern beef production. For example, in 2007 there were 13% fewer animals slaughtered than in 1997, but these animals produced 13% more beef! This more beef from fewer resources has resulted in an 18% carbon footprint reduction from '97 – 2007!

These are the types of positive messages that we need to combine with our utilization of modern farming practices.

*A copy of the abstract for the paper (that will be published later this year) is attached.*

### **Sustainable Livestock Bill and Pastures New report – UK**

Thanks to Fergus McReynolds – DairyUK for this contribution

Labour MP Robert Ffello has sponsored a Private Members Bill titled "Sustainable Livestock Bill". The bill which was backed and developed by Friends of the Earth, aims to require the Secretary of State to prepare and implement a strategy to improve the sustainability of livestock farming and the sustainability of the consumption of livestock produce; and for connected purposes. The bill has received its first reading and is due for second reading on 12 November 2010.

Alongside the Sustainable Livestock Bill, Friends of the Earth have published a report titled "Pastures New". The report is based on research by the Royal Agricultural College and both explores the potential for home-grown alternatives to soy and assesses the effect of government policies relating to animal feed and promotes wholly grass-fed systems. The research by the Royal Agricultural College claims that the UK could replace 50 per cent of the imported soy meal with home-grown alternatives requiring 8 per cent of UK arable land.

*A copy of the Pastures New report and the Bill are attached with this Newsletter.*



**The Power of Social Media** Many thanks to Melanie Nimrodi of GDP for this contribution.

According to a recent study social media study, 79% of the 100 largest companies in the Fortune 500 list use Twitter, Facebook, YouTube or corporate blogs to communicate with customers and other stakeholders.

Social media is becoming a way of life and therefore crucial that global dairy industry messages have a social media presence.

To give you an example of how powerful a Twitter page is - Peta (People for the Ethical Treatment of Animals) has nearly 58,000 “followers.” This means there are 58,000 people on Twitter who’ve signed up to receive their “tweets” (short messages under 140 characters). Listed below are Peta’s tweets between the dates of 20-26 July, solely in regards to consuming animal products:

- Thinking about what to make 4 Meatless Monday dinner 2night? Search vegan recipes here: <http://ht.ly/2gR8I>
- Nothing like a good veg meal! 1 can get plenty of protein fm plant-based sources. see recipes: <http://ht.ly/2gLmC>
- PETA members stage short-lived protest outside KFC restaurant in Damascus <http://lat.ms/bs3Ggg>
- Eating less meat may be the key to keeping a healthy weight, a study suggests. <http://bit.ly/br9IO8>
- Want to eat better, feel better and stop supporting cruelty to chickens, pigs, cow, fish, and other animals who are... <http://fb.me/CF8mXMNi>
- Milk has 2 b pasteurized 2 keep frm killing us; not a good indication 4 it being natural & good 4 us <http://bit.ly/a3PdSx>
- USDA Admits Link Between Antibiotic Use by Big Ag and Human Health <http://huff.to/be9Qk3>

Globally, Facebook has more than 400 million active users and Twitter has more than 100 million; the viral impact Twitter and other social media outlets have are enormous, ultimately helping consumers make lifestyle and purchasing decisions. This is why establishing an online presence for an origination, brand, campaign, etc. is important – so messages you want to disseminate can be proactive and reactive, all day, every day.

In the coming days, the Signatory Group of the Global Dairy Agenda for Action’s Twitter account will be activated. Through this effort, they will be tweeting about their worldwide commitment to reduce carbon emissions. Stay tuned for additional information.

**Dairy Research Institute Launched** – *Thanks to Greg Miller, President of the Dairy Research Institute for providing this information.*

DMI Inc. and the Innovation Centre for US Dairy have formed the Dairy Research Institute, with the aim of strengthening the dairy sectors access to and investment in the research required to increase innovation and the demand for dairy products and ingredients globally.

The Institute will coordinate with a range of other dairy research and industry organizations to achieve the goal of providing an industry wide approach to technical research.

*I have attached the full press release with this newsletter.*



### **PAS2050 feedback**

Many of you will know that we intended to provide a response to the review of the PAS2050. Working with Stewart Ledgard of Agresearch New Zealand, the following amendments have been submitted to the British Standards Institute for consideration in the review of these guidelines.

The submission aligns directly with the ISO standards and hence the approach the IDF Action Team has taken in the development of the Dairy LCA guidelines.

Should you wish to submit similar words to the same review please feel free to do so by following the BSI link - <http://shop.bsigroup.com/en/browse-by-sector/Energy--Utilities/PAS-2050/> or <http://feedback.bsigroup.com/>

*I have attached a copy of the submission for your information.*

### **Global Research Alliance update**

Hayden Montgomery kindly provided an update on the Global Research Alliance for a recent Agenda for Action Signatories conference call. I thought that you might appreciate this update also.

- A meeting on Governance issues took place on July 27 and 28 in Buenos Aires. This meeting will see members discussing the draft alliance charter that will establish the framework for cooperation.
- The Alliance now has 30 member countries. Finland has recently joined
- Further observer countries have joined with South Africa and Thailand joining Brazil, China and Korea.
- Research groups are beginning their stock take exercise and the results are expected by mid August for the coordinators of the groups to analyse.

Don't forget the web address for the Alliance is: <http://www.globalresearchalliance.org/>

### **IDF Common methodology for LCA**

Well the date has now passed for the full Action Team, SAI Platform, GDP, The IDF Standing Committee on Environment and other select LCA specialists to provide their feedback on the document this far. Sophie Bertrand who is now back at the helm, is currently compiling the feedback for further review by the Action team.

I am pleased to report that the feedback is predominantly positive, with many of the points raised requiring only minor amendments. Very few are technical issues, which I think is credit to the open approach we have taken with this development, continually engaging with others throughout the drafting process.

Once the amendments have been agreed and made, the document will be finalized and then provided to the IDF National Committees for final approval.

We are still working towards a September launch for this document.



Marylène Tucci, Melanie Nimrodi and I have been working on the communications strategy that will support the launch of this document right through to the IDF Auckland conference

and after to ensure that the Global dairy sector has every opportunity to access and utilize the outputs of this work.

### **Nutrient Density and Sustainability**

Work in this area continues to evolve. Recent conference calls with representatives of the IDF Action Team working on this topic have been extremely productive in moving our work programme forward in addressing this challenge.

By combining resources, we are fast developing a suitable work programme for consideration by others before implementation.

The work programme is directly along the lines reported in previous newsletters (encouraging the science in this area to continue, whilst evaluating what we can say now based on current knowledge) and will definitely benefit from the collaboration. The IDF Action Team which is predominantly made up of (human)nutrition experts will benefit with the closer working relationships with those more focused on the sustainability aspects of milk and dairy production.

Watch this space!

### **I know it is a little late though just in case .....**

#### **'Sustainable Agriculture Partnerships' Conference**

This conference is taking place in San Francisco on 10-11 August. Please see the web link for more information:

[www.sustainable-agricultural-partnerships-2010.com/](http://www.sustainable-agricultural-partnerships-2010.com/) .

There are some exceptionally high level organisations attending, including Mars, Nestle, Dole and Dean Foods. As part of the conference and raising awareness through education and solution based practice, the organisers have 50 free places for farmers to attend.

This is obviously a very good deal and a unique opportunity to attend and meet these high level people in the sustainability sector of agriculture.