



## September 2010 Newsletter Dairy LCA Project

Dear all,

Find below the September newsletter. Much of our focus at present is getting organized for the forthcoming IDF World Dairy Summit, where there is a definite focus on sustainability, be it in the economics, environment or other sessions. It looks like a fantastic programme if you have not yet made up your mind whether to attend or not. The Agenda for Action and Green Paper activities will definitely have a profile at this event.

Hope to see you there!

Best regards,

Brian

### **Dairy LCA status**

The LCA Methodology is in its final review phase with the IDF National Committees. The Committee's have until October 11 to provide their responses. Depending on the level of feedback, the IDF anticipate launching the methodology (electronically) prior to the Auckland World Dairy Summit.

Many people have worked very hard in developing this document and I would like to thank, on behalf of the IDF (as Chair of the Stranding Committee on Environment) and from my role with SAI Platform, everyone who assisted us in achieving this important milestone.

The post launch phase is to get the methodology implemented. If you are adopting this methodology as part of your LCA activities within your organisation. Please let me know. I need to capture this knowledge as well as any feedback that you may have once you have applied the process.

### **Ernst and Young Report**

The European Commission contracted Ernst and Young to review and compare many different methodologies under development for the Carbon Foot printing of products in a number of EU countries and in other countries around the world.

I attended a workshop on behalf of the European Dairy Association that was designed to gain stakeholder inputs to assist in shaping the final outputs of the study. The workshop was well attended by a wide range of organisations and industries. It was interesting to hear other sectors other than dairy sending similar messages to the Commission with regards to carbon 'numbers' on products and the potential for focussing too much on the carbon issue as the sole issue and potentially missing wider environmental issues as a result.

The report itself was challenged in that it was comparing methodologies that are already established and operational with those still under development such as ISO 14067 which is not due for completion until 2012!

I have attached the executive summary of the report to this newsletter, though should you wish to see the whole report, then follow the below link to the 100+ page report and associated appendices.

[http://circa.europa.eu/Public/irc/env/carbon\\_footprint/library](http://circa.europa.eu/Public/irc/env/carbon_footprint/library)



For copies of the presentations that were used during the day's proceedings please go to:

[http://circa.europa.eu/Public/irc/env/carbon\\_footprint/library?l=/meeting\\_presentations&vm=detailed&sb=Title](http://circa.europa.eu/Public/irc/env/carbon_footprint/library?l=/meeting_presentations&vm=detailed&sb=Title)

**Next steps for nutrition and sustainability** *Thanks to Sandra Tuijelaars at IDF for this piece.*

The Action Team of the IDF Standing Committees on Nutrition & Health and Environment, in collaboration with GDP and other interested parties, is working on providing facts on the nutritional importance of dairying in relation to environmental sustainability. The output of this work should generate a strong case supporting the essential role of milk and dairy products as part of healthy diet despite a higher environmental cost of dairy products compared to many plant-based food commodities.

Proposed end products of the work are the provision of a review paper for internal use by the dairy sector (target date early 2011), publication of an external paper targeted to health professionals (by end of 2011), having speakers addressing the topic at conferences and meetings (continuous) and to create a library of resources for the dairy sector (ongoing). The Action Team will meet prior to the World Dairy Summit in Auckland on 6 November 2010 to discuss and review progress.

**www.TED.com**

For those of you who have not seen this presentation by Jason Clay of WWF, It is well worth the 20 minutes it takes.

*Convince just 100 key companies to go sustainable, and WWF's Jason Clay says global markets will shift to protect the planet our consumption has already outgrown*

[http://www.ted.com/talks/lang/eng/jason\\_clay\\_how\\_big\\_brands\\_can\\_save\\_biodiversity.html](http://www.ted.com/talks/lang/eng/jason_clay_how_big_brands_can_save_biodiversity.html)

The message emanating from this presentation is aligned well with the work that we are doing as a global dairy sector through the Global Agenda for Action and other collaborative activities.

**UK industry launch standards**

The Dairy sector in the UK through DairyUK and DairyCo have launched their carbon foot printing guidelines for the carbon foot printing of dairy products. Developed in conjunction with the Carbon Trust, the guidelines apply the BSI PAS 2050 approach (which is currently under review by the BSI should you wish to contribute?) with the aim of seeking a common approach for the UK dairy supply chain.

The guidelines will be used by dairy processing companies to help them measure carbon emissions across their supply chain. As well as ensuring a consistent approach to carbon foot printing in the industry, the guidelines are designed to help those involved at every stage of production to understand the importance of carbon footprint measurement and explain how it is done in a clear and accessible way.

I have attached a copy of these guidelines should you wish to have a look at them.



## **Global Dairy Industry Tweeting about Sustainability Efforts**

*Many thanks to Melanie Nimrodi of GDP for assisting us with the establishment of this site and the update.*

The global dairy industry and partners, committed to improve the environmental performance of the dairy sector for a more sustainable future - is now tweeting! In just one month, the newly created Twitter account already has 100 followers from all over the world and the number is growing. Notable followers include AgriNews, Progressive Dairyman, IDFA, World Wildlife Fund and UK Food Standards Agency, amongst many other dairy and sustainable-related companies, organizations and consumers interested in receiving information about the global dairy industry's sustainability efforts. **Follow the group @dairysustnble.**

## **Milk It for All It's worth** - *Judith Bryans of the Dairy Council UK has sent this through to inform us.*

Just wanted to drop you a line to let you know that Milk it for all it's worth – our part EU funded campaign - is now live in GB. We enlisted the help of two World Champion athletes, Beth Tweddle (GB Gymnast) and Liam Philips BMX racer (GB) to help us with the launch. Please see attached the press release and the photos that accompanied them from our photo shoot with them last week which went out to the news outlets yesterday and to the industry this morning. We've had a lot of coverage and are hoping to achieve more.

If you haven't already done so please visit [www.milkforallitsworth.eu](http://www.milkforallitsworth.eu) and ask the Magic Furball some questions, play Pull the Udder One and No Bull, and of course, read the information on milk and sport. Keep an eye on the website in the coming months for downloads and an eye on the internet for our banner ads. And keep an eye on our own site [www.milk.co.uk](http://www.milk.co.uk) for new printed resources for teens being developed for later this year.

For our health and fitness audience we will be promoting messages on milk and sport with a number of events kicking off with a conference on the 5<sup>th</sup> of October in London on the sports nutrition requirements of young people.

1 or two photo's attached....

## **Agenda for Action and Green Paper - Auckland preparations**

If you or colleagues are going to the World Dairy Summit in Auckland please remember to mark the morning of **Tuesday November 9** in your diary. We will be in **Marlborough Room 2** in the Sky City complex. 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 in the lead up to the official reporting year of 2011.

We will also have a small separate area in the foyer (**Auckland Promenade**) of the Sky City Complex 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. The 'Green Paper Team of Rob Pettit, Fergus McReynolds, Gail Barnes, Marylène Tucci and I are working hard to build a dynamic display of Green Paper examples to profile at the event.

## **Plea for assistance...**

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). I would be very grateful if you **could 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. Many hands make light work.

Thanks.