

About Dairy UK:

Dairy UK is a lobbying organisation that represents the interests of the whole dairy industry, from milkmen and farmers to processors and co-ops.. This newsletter picks out issues of interest for milk producers, but Dairy UK is active for farmers in many other areas.

Set up in 2004, Dairy UK has established itself as an influential organisation. By effectively representing the interests of farmers, processors and milkmen, we can speak with a single voice on behalf of the whole dairy sector. Dairy UK compliments but does not duplicate the activities of the established farmer organisations.

Our activities are governed by a Board made up of representatives from all sectors of the industry, including two dairy farmers nominated by the Farmers' Forum. Dairy UK's chairman is Mark Allen.

If you would like to find out more, just give us a call!

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Massive milk £7.5m liquid milk promotion launched



Dairy UK has announced an exciting new advertising campaign for liquid milk, worth £7.5m over three years.

The "Make Mine Milk" campaign will use posters, press, online media and PR to promote liquid milk to families with a focus on young people aged 15 to 24-years old. Work is being driven by the Milk Marketing Forum with support from Dairy UK, and the project has just been awarded a promotional grant of €3m from the European Commission.

Dairy UK Director General, Jim Begg added: "This activity comes at an important time for the industry, and represents a welcome revival of the promotion of liquid milk in Great Britain. I am certain that the campaign will prove a big success, and its benefits will be felt across the supply chain, from producers to milkmen."

The Milk Marketing Forum is a consortium of leading British dairy companies and co-operatives, administered by Dairy UK, with nutritional support from The Dairy Council. Its members are Arla Foods UK, Dairy Crest, First Milk, Milk Link and Robert Wiseman Dairies.

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Debate on dairy support measures rolls on in Brussels



EU Farm Commissioner Mariann Fischer Boel has remained unshaken in her resolve to defend the CAP Health Check agreement and the abolition of milk quotas.

That is in spite of recent pressure from six member states (including Germany and France) to suspend quota increases at the Agriculture Council on 7 September. A total of 13 EU states also called for a temporary increase in the intervention price, but Fischer Boel rejected both proposals. She also shot down hopes of reviving aid to the calf milk replacer scheme.

The proposal from the Commission that attracted the greatest support from member states was the idea of boosting promotional spending and doubling the limit on state aid to farms to €15,000. Various states including France and Finland also backed individual quotas for producers, but there were strong differences on whether it should be made compulsory.

These issues have been passed to senior civil servants in the Special Committee on Agriculture to work up proposals ahead of the next Agriculture Council meeting. Commission officials indicated that they could support the call to ensure intervention stocks were only released after prices had recovered.

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Dairy UK and the Farmers Forum focus on Johne's disease



Growing concerns over the prevalence of Johne's disease in UK dairy herds have prompted the Farmers Forum to call for a cross industry working group on the issue. UK infection rates are still unknown, with a survey by Defra still to be published. But in the US, some 70% of herds are affected by Johne's, while in Denmark and the Netherlands the figure stands at more than 90%, and in Ireland it is less than 20%.

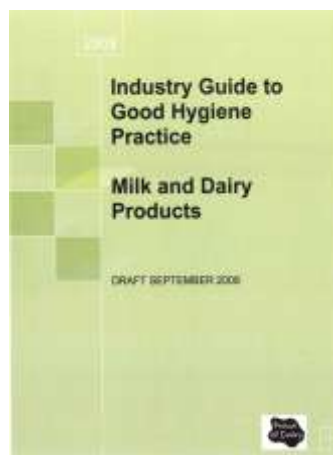
Dairy UK attended a recent international conference on Johne's disease, where infection rates and strategies to reduce it were discussed. Widely seen as an on-farm economic disease, many countries (with the notable exception of New Zealand) have implemented strategies to reduce the impact of Johne's.

In the US, some dairy companies will only accept milk from herds free from Johne's. In Denmark herds will be tested four times a year and in the Netherlands, dairies run a voluntary scheme in which producers test for Johne's every two years. By 2011, Dutch dairy processors will only accept milk from farms in this scheme. Dairy UK is organising a seminar on Johne's in December.

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HACCP not to be extended to producers

Brussels has concluded that there is no need to extend the HACCP (Hazard Analysis by Critical Control Point) system to primary production, including farmers. The decision came in the European Commission's recent report to the European Parliament on how well the hygiene regulations were working. HACCP is a legal requirement for processors, and in its report, the Commission concluded that the legislation does not require fundamental overhaul.



Industry hygiene guide nears completion

Dairy UK has almost completed the final draft of a guide to the hygiene legislation affecting the dairy industry. This brings together in a single document all the applicable rules from farm to consumer, as well as a guide to interpreting these rules and additional notes on good practice.

It should therefore be a useful help for all Dairy UK members. Final comments are being sought from the working group, and the draft is also available to other Dairy UK members for their suggestions. The last stage is a formal consultation, after which the document becomes an official industry guide.

On farm processors escape animal by-product regs

New regulations applying to animal by-products specifically exclude milk and milk products on the farm of origin. The current legislation excludes milk and colostrum on the farm of origin, but not milk products. The change will assist producer processors and on-farm cheesemakers who would otherwise need to take these regulations into account. These new rules are expected to come into effect in January 2011.

Dairy UK and Carbon Trust launch major footprinting initiative



Dairy UK and the Carbon Trust has recently announced major plans for an industry-wide carbon footprinting guide. Work is just beginning with the Carbon Trust to develop the detailed footprinting guide for dairy, with strong support from dairy companies and other industry stakeholders, including the farming sector. The intention is to build on general work completed last year under Publicly Available Specification 2050.

Dairy UK Environment Manager Fergus McReynolds said: "This project represents a real stride forward for the dairy sector. Businesses from farmers to major processors will finally have access to a single set of carbon footprinting guidelines. With full Carbon Trust accreditation, this will become the standard for the sector, allowing true comparisons between different

businesses and winning the confidence of the retailers."

Euan Murray, Carbon Footprinting General Manger, Carbon Trust said: "Milk is an important part of most UK consumers' daily lives. We are really pleased to be working with Dairy UK to help the whole dairy sector develop specific guidance on carbon footprinting. Building a consistent and accurate footprint is a key step towards managing and reducing carbon emissions from agriculture."

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Project Eden dairy training is launched

The first 26 students selected for dairy training under Project Eden have just started their first six-week Eden term at Reaseheath College, Cheshire. They are the first intake to start on the three-year journey to gain degrees in Dairy Technology. A brand new curriculum for the three year course is complemented by the development at the college of a state-of-the-art training dairy, which will allow thorough "hands on" learning for the students.



Dairy UK has played an important part in co-ordinating the development of the project on behalf of all its members and the industry. Director General Jim Begg said: "This is a great step towards the delivery of truly world class dairy education for our industry. It is vital for the dairy sector that we remain competitive on the world stage, and Eden is an important tool in achieving this."

Significant development work has been undertaken by dairies participating in the Steering Group, along with the National Skills Academy for Food and Drink Manufacturing, Society of Dairy Technology and Reaseheath College. For the second intake of students in 2010, the opportunity to participate will be opened up to the whole industry.

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