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## **PROCESSORS KEEP THE DAIRY INDUSTRY ON TRACK, NEW REPORT SHOWS**

DairyCo's newly published report on dairy processor strategy reinforces the view of an industry that is developing fast in the right direction, Dairy UK said today.

Responding to the Company Strategy and Performance Report, Dairy UK Director General Jim Begg said: "The company-by-company evaluation of Britain's major milk purchasers underlines the variety and robustness of their businesses.

"The reader is given a detailed look at an industry that is investing heavily in the future, ramping up innovation and product differentiation and adjusting to cope with the challenges and the opportunities that lie ahead. Make no mistake, this is an industry that has huge potential and positive prospects over the coming years.

"I hope this lays to rest the myth that processors aren't doing enough to secure the industry's future. I believe it is now clearer than ever that they are working hard for dairy."

**-ENDS-**

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### **NOTES FOR EDITORS**

National Dairy Week is organised by The Dairy Council and Dairy UK, and aims to celebrate and raise the profile of the dairy industry and the high quality, delicious foods it makes. In 2010, National Dairy Week is focusing on the nutritional importance of dairy, its role in the diet and on the innovativeness of UK processors and farmers. For more, see [www.dairyUK.org](http://www.dairyUK.org) and click on the National Dairy Week logo.



Smile for Dairy is a campaign organised by The Dairy Council. More details can be found at [www.smilefordairy.com](http://www.smilefordairy.com).

### **About Dairy UK:**

Dairy UK is a trade association that represents the interests of dairy farmers, producer co-ops, milk processors and doorstep deliverymen. For more information visit [www.dairyUK.org](http://www.dairyUK.org).



Proud of Dairy is a Dairy UK campaign to raise the profile of the dairy industry. Are you Proud of Dairy too? If so, why not support the campaign by clicking onto [www.proudofdairy.com](http://www.proudofdairy.com) where you can find more details.