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9<sup>th</sup> June 2010

## DAIRY UK APPOINTS NEW COMMUNICATIONS DIRECTOR

Dairy UK has appointed Simon Bates as the organisation's Communications Director.

Bates, 48, will oversee all communication activity for Dairy UK and will play a prominent role in the organisation's public affairs activities as well as cross-industry communication groups and initiatives.

Bates brings a wealth of experience in the dairy industry to the communications role. He has been a key member of the Dairy UK senior management team in his capacity as company secretary since the organisation's inception in 2004.

Dairy UK Director General Jim Begg said: "I am delighted to appoint someone of Simon's experience and knowledge to what is an extremely important post for the dairy industry.

"Simon has extensive experience of dealing with the media, politicians and industry stakeholders and will be an authoritative spokesman for dairy interests."

Simon Bates said: "Communication is at the very heart of what we do at Dairy UK and I am looking forward to the many challenges that lie ahead. We have an industry that we are rightly proud of and it is important that no effort is spared in speaking up on dairy's behalf."

Kirk Hunter will undertake the duties of company secretary in addition to his responsibilities as Dairy UK's director in Scotland.

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Simon will succeed Sam Fortescue who will step down from his post to take up an international sailing assignment. He said: "I'd like to thank Dairy UK for three rewarding years as Communications Director, during which time I've had the pleasure of working with some of the best people in the industry. I wish Dairy UK and its many members all the best for the future."

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**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.*