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DAIRY UK LAUNCHES WHITE PAPER 2010 TO MPS IN LONDON

Dairy foods have a crucial role to play in a sustainable diet, Dairy UK told MPs at its annual dinner in London today.

Addressing an audience of more than 100 parliamentarians, civil servants and industry figures, Dairy UK Chairman Mark Allen said: "Dairy foods are hugely popular and are important to the health of the nation.

"Not only are favourites such as milk, cheese and yogurt brimming with high quality nutrients, including calcium. But industry-led initiatives such as the Milk Roadmap mean that the dairy foods made from British milk are environmentally sound as well."

This is one of several key conclusions contained in Dairy UK's White Paper 2010, which was published today. Launching the state-of-the-nation document at the Dairy UK dinner, Director General Jim Begg said: "To ensure that the future is bright for British dairy farmers and processors, government must take a supportive stance.

"Of course, there are challenges ahead. But I hope that we will continue to work well in partnership together and see this industry go from strength to strength."

The White Paper looks at a host of current issues besides the sustainable diet, including the EU's High Level Group on Dairy, health and nutrition claims, country or origin labelling and market forecasts.

Copies can be downloaded at www.dairyUK.org, or by request from Dairy UK.

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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.



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 where you can find more details.