

**Dairy UK Position Paper
International Cheese & Dairy Awards Nantwich 2018
July 2018**

Media Statement – for external use

The International Cheese & Dairy Awards, now in their 121st year, provide an excellent forum for celebrating the fantastic variety and quality of some of the UK's finest cheeses, and for cheesemakers from across the globe to come together showcase their products and innovation.

Milk and dairy products are an important part of consumer diets and a staple in households across the nation. British consumers love the taste of cheese, with statistics showing that 94% of UK adults purchase and consume cheese.

The nutrients from dairy products like cheese make an incredibly important contribution to a healthy and balanced diet, for example hard cheeses like cheddar can provide essential nutrients like calcium, protein, phosphorous and B12.

We recognise the rights of individuals to make their own choices about their diets and to come together to protest peacefully. The majority of consumers who purchase and enjoy cheese should also have the freedom to do so, without criticism from anti-dairy groups. It's clear that whilst consumer diets have evolved and changed over time, cheese still remains a much loved product.