



UNITED KINGDOM

UK-IDF News

Issue No. 1 - August 2006

International Dairy Federation – UK National Committee

We are very pleased to bring you this first edition of a Newsletter that we will be issuing every 6 weeks to keep you up to date with the latest activities of the International Dairy Federation and its UK National Committee **UK-IDF**.



“As Chairman of UK-IDF, I am looking forward to hearing about the outcome of the IDF Strategic Review and to the World Dairy Summit and Congress in October. As a dairy farmer, there are lots of exciting new work items relating to dairy farming that have recently been started and I am looking forward to receiving updates on them at the Summit.”

David Homer – UK-IDF Chairman

“This is the perfect time for UK-IDF News to be launched as the IDF is about to enter a major period of change. It has undertaken a wide-ranging Strategic Review and the results will shortly be implemented to make the organisation more dynamic with closer relationships with other industry bodies. The pace of change will be rapid so a regular Newsletter will be the perfect way to keep up to date with how the IDF moves forward.”

Jim Begg – IDF President



UK-IDF News will:

- report on recent IDF events and work items
- give full details about upcoming IDF events
- bring you information about new IDF publications
- provide updates on the work being carried out by **UK-IDF** and the events that it is holding

This issue features:

- **The IDF World Dairy Summit and Congress**
- **IDF Strategic Review**
- **Global Dairy Platform**
- **IDF Marketing Awards**
- **IDF Publications**
- **Recent IDF events**
- **Forthcoming IDF events**

IDF WORLD DAIRY SUMMIT & CONGRESS – SHANGHAI – 20-23 OCTOBER



IDF 2006
Shanghai China 上海 中国

This year's IDF World Dairy Summit and Congress is being held in Shanghai from October 20-23.

The event will comprise 10 conferences as well as a major dairy exhibition (with over 16,000 m² of space) and a number of social events and technical trips.

The conferences include:

- Animal Health - Management and Control of Infectious and Production Diseases
- Forum of World Dairy Leaders
- Good Dairy Farming Practice
- Hygiene and Safety of Dairy Products
- The Health Benefits of Milk and Dairy Products
- Recombination, Fortification and Supplementation
- Dairy Science and Technology
- Promoting the Image and Values of Dairy
- World Dairy Production and Trade: Trade Policy and Development for Asia
- Health-enhancing Milk Components: Technological Advances and Health Benefits

The event offers the perfect chance to see the reforms that have taken place in China over recent years and to find out about the opportunities that are available due to the rapid expansion of demand for dairy products in this region.

To see full details about this exciting event please visit the Summit website at:

<http://www.idf2006shcn.com/english/index.asp>

IDF STRATEGIC REVIEW

This is a dynamic and important time for the IDF as it is in the middle of a Strategic Review, which was initiated after the IDF World Dairy Summit last September. This is an all-encompassing project that is covering every aspect of IDF work to see how the organisation operates and how it interacts with those global bodies that it is seeking to influence. It includes: improving awareness of IDF, working practices, dissemination of information, focusing on priority areas of work, the structure of National Committees and how to attract new members.

The preliminary findings were discussed at a Council meeting on 15th June and the revised Plan was then circulated for further comments before the end of July. Any necessary changes will be incorporated before it is presented for approval at this year's Summit in Shanghai in October.

GLOBAL DAIRY PLATFORM

This is another important initiative that IDF has become heavily involved with over recent months. The fundamental aim of the scheme is to sustain and develop the positive image of milk and dairy products in the face of competition from non-dairy products, such as those that are soya-based. It will be co-ordinated on a global basis, backed by most milk and dairy companies and achieved by promoting the product chain as sustainable and animal friendly and connecting milk with being part of a lifelong, healthy lifestyle. The scheme will also provide a knowledge-sharing database of research, promotion and regulatory activities.

The membership of the scheme will comprise dairy companies and dairy industry related organisations. It is planned that this scheme will be incorporated into the IDF framework by 2008.

IDF MARKETING AWARDS



If you feel that the marketing activities of your company deserve wider recognition and, maybe even are worthy of an award, then the newly announced IDF Marketing Awards 2006 could provide the avenue for you to achieve this.

The International Dairy Federation has just announced the launch of the Awards, which have been introduced to highlight the dynamism and competitiveness of the dairy market and to exchange best practice information about business development. The awards are split into three categories:

- **New Product Development** – products that have been launched after 1st January 2005 (this also includes the revamped packaging on an existing product)
- **Nutri-marketing** – marketing campaigns that have been in operation since 1st January 2005 or campaigns that are based on the nutritional benefits of dairy products
- **Marketing Communications** – marketing communication campaigns that have been in operation since 1st January 2005

Entries must be for campaigns based on dairy products as defined by Codex and must be from the dairy company itself and not its agent. Any dairy processor can submit a maximum of 2 entries in any category and the entries can be for the domestic market, export, consumer, business to business etc.

The format of each entry is also up to the individual company (PowerPoint, written etc.) and can be accompanied by photographs, illustrations, advertising etc on CD/DVD. The main person who had the responsibility for the campaign should also be shown.

Each category will be reduced to a shortlist of 3 and the winners will be announced at the World Dairy Summit in Shanghai in October, where the trophies will be presented. All participants will be expected to provide a poster presentation of each entry for use at the Summit.

The closing date for entries is 31st August 2006.

The Awards are being co-ordinated by Dr Mike Johnston, the Chief Executive of the Dairy Council for Northern Ireland. All entries should be submitted to Mike at DCNI, Shaftesbury House, Edgewater Office Park, Edgewater Road, Belfast BT3 9JQ. If you have any questions about these Awards, or if you need further information (such as the judging criteria) please contact Mike by e-mail at mike.johnston@dairycouncil.co.uk

RECENT IDF PUBLICATIONS

The IDF has an extremely comprehensive range of publications available, comprising a unique source of scientific and technical information as well as articles on dairy farming, marketing and nutrition. Full details of these can be accessed via the searchable catalogue on the IDF website at: <http://www.fil-idf.org/>

The following publications have recently been issued:

Bulletin 405/2006 - Comprehensive review of scientific literature pertaining to nitrogen protein conversion factors - 11 pages (free of charge). This document can be downloaded by clicking here

Bulletin 406/2006 - New Applications of Mid-infra-red Spectrometry for the Analysis of Milk and milk Products (electronic copy) - 28 pages - price 22 Euros

Bulletin 407/2006 - Determination of Water Content of Butter Oil by Karl Fischer Titration - 5 pages - 7 Euros

In addition IDF, in association with ISO (the International Standards Organisation), issues a wide range of Standard methods of analysis and sampling. Again, full details of these can be viewed on the IDF website.

Anyone wishing to buy an IDF publication should contact Ian Wakeling, the UK-IDF Secretary, by phone on 020 7467 2621 or e-mail at iwakeling@dairyuk.org

RECENT IDF EVENTS



IDF/ISO Analytical Week
29 May - 2 June, Vilnius, Lithuania



The IDF/ISO Analytical Week is the annual event for experts in the field of standardisation of methods of analysis and sampling for milk and milk products.

The Week was attended by 138 delegates, representing 29 countries. The majority of the activity concentrated on the development of IDF/ISO Standards (see **“recent IDF publications”** above for more details). One of the major new ones in preparation is on Fermented Milk - Enumeration of *Bifidobacterium* spp.

Also included in the Week was a half-day Symposium on **Methods for Probiotics**, which included presentations on: international activity, strain identification of probiotic organisms, evaluation of antibiotic resistance of probiotic organisms and testing the efficacy of probiotics. Another part of the Week was a visit to the National Veterinary Laboratory, which is the headquarters for a network of 10 laboratories that study animals and foods (both animal and vegetable).

If anyone is interested in receiving a much more detailed report on this year's Analytical Week, they should contact iwakeling@dairyuk.org



IDF SYMPOSIUM ON SCIENTIFIC AND TECHNOLOGICAL CHALLENGES IN FERMENTED MILK

15-17 May - Sirmione, ITALY

This was a three day event which attracted 230 participants from 36 countries. The core themes were: functional cultures, pre- and probiotics and health aspects, texture creation, aroma and sensory perception and stable and flexible processes. It is hoped that some of the papers that were presented will eventually be published in a forthcoming issue of the International Dairy Journal.

Anyone who is interested in fermented milk should put a note in their diaries that an IDF Regional Conference entitled **Fermented Milks – Technology and Nutrition is being held in Moscow on May 17th 2007.**

FORTHCOMING IDF EVENTS

As well as the regular events which take place over the course of the year, such as:

- IDF Analytical Week
- IDF Dairy Science and Technology Week
- IDF Legislation Week
- The World Dairy Summit

the IDF also hosts a number of irregular conferences, symposia and meetings. In **UK-IDF News** we will keep you informed about these events and details of the next major one in the IDF timetable are shown below:



Third International Symposium on Milk Genomics and Human Health

Brussels – 19/21 September 2006

This two-and-a-half-day event, jointly organised by the California Dairy Research Foundation (CDRF) and the International Dairy Federation (IDF), will gather international experts in nutrition, genomics, bioinformatics and milk to address the status of milk-specific genomic research.

The emerging science of nutritional genomics offers new opportunities to the dairy sector. The symposium is specifically designed to advance the collective knowledge of how milk components promote health and to provide collaboration in efforts to isolate the functional mechanisms behind milk's physiological benefits.

The speaker abstracts are now available at: <http://milkgenomics.fil-idf-pr.com/Programme.htm>

For more information about this event, including registration details and hotel information, please visit the website at www.acteva.com/go/cdrf

COMMENTS / SUGGESTIONS

UK-IDF is the UK National Committee of IDF – the UK has had a National Committee since 1904, one year after the IDF was established. We are run by a Management Board and also have a number of membership categories for anyone who is interested in keeping up to date with, or participating in, our activities. If you would like to find out more about the structure and activities of **UK-IDF**, please visit our website at <http://www.fil-idf.org/>. You can also find the latest publications, Newsbriefs, meeting dates etc. on the site.

If you have any questions or comments about this first issue of **UK-IDF News**, please direct them to the **UK-IDF** Secretary, Ian Wakeling, at iwakeling@dairyuk.org

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