



UNITED KINGDOM

UK-IDF News

Issue No. 3 – January 2007

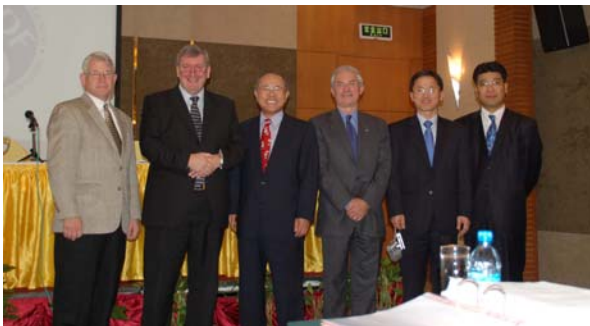
International Dairy Federation – UK National Committee

This third edition of UK-IDF News reports on:

- **IDF World Dairy Summit and Congress – Shanghai, CHINA**
- **Elie Metchnikoff Prize 2007**
- **Forthcoming IDF events**
- **Recent IDF Publication**

IDF World Dairy Summit and Congress – Shanghai, CHINA

The key outcomes of the recent Summit were that:



The Republic of South Korea has joined the IDF, raising the total numbers of countries involved in IDF activities to 50. The admission of Korea further strengthens IDF's representation in Asia with China, India, Indonesia and Japan already members.

Professor Dr. Shuichi Kaminogawa from Japan won the IDF Award for his outstanding

contribution to progress in dairying with his work proving that milk and milk products have health promoting effects on humans. In particular, his research on milk allergies is outstanding. Dr. Kaminogawa is among the first scientists to warn of the risk of unexpected contamination of food products with allergens and his research helped to devise solutions for the prevention and risk reduction of food allergy. Furthermore, his work in the probiotics area is also remarkable and he clearly demonstrated the beneficial effects of lactic acid bacteria on the the enhancement of immunological responses and on the prevention of food allergy.



This year's **Yves Boutonnat International Milk Promotions (IMP) Award for generic marketing campaigns was won by Dairy Farmers of Canada** for their "Teen campaign - Milk: a new solution to an old problem". The trophy was presented at the closing banquet to Natalie Noel. The unsuccessful candidates were the Danish Dairy Board for School Milk Pays and Dairy Management Inc. for Single Serve Milk.

The new **IDF Marketing Awards**, to give dairy processors around the world the opportunity to show-case their marketing activities, attracted 27 entries from 11 countries across the three categories. The winning campaigns, selected from a short list of three in each category, were:

New Product Development:

Mengniu Dairy Group

Deluxe Branded Milk

China

Nutri-marketing:

Grana Padano

Nutrition Education Campaign

Australia

Marketing Communications:

Dairy Farmers

White Milk Campaign

Canada



A new Award has been launched by IDF and its partners to recognise outstanding discoveries in the fields of microbiology, biotechnology, nutrition and health with regards to fermented milks. The Award is named in tribute to the Nobel Prize winner Prof. Elie Metchnikoff and his founding contribution to a rapidly expanding branch of the dairy industry, namely fermented milks and probiotics for improving nutrition and health worldwide.

There will be one prize awarded for each of the following three categories – **Microbiology, Biotechnology and Nutrition and Health.**

The Award Expert panel will recommend a maximum of three entries per category, assessing the following criteria:

- Impact of the discovery in terms of contribution to science and / or industrial needs
- Impact factor of the journal in which the work was published
- Keynote presentations at international contributions in relation to the discovery, and
- Products on the market arising from the discovery

The Award Committee will make its decisions on the winning entry in each category in March.

Entries can be submitted directly by interested scientists or by third parties wishing to propose a scientist or team of scientists and the **DEADLINE FOR ENTRIES IS 31 JANUARY 2007.**

Each of the three prize category winners will receive sponsorship of travel, subsistence and hotel accommodation in Moscow from 16 to 18 May and free participation at the IDF Regional Conference on Fermented Milks - Technology and Nutrition, which is being held in Moscow on 17 May. In addition, they will be presented with a medal and a certificate and prize money of a minimum 10,000 Euros.

For full details of this new Award, including terms of reference, the downloadable submission form and a flyer, please visit the Prize website at: <http://www.emetchnikoff.fil-idf-pr.com/>

FORTHCOMING IDF EVENTS



IDF / TEAGASC INTERNATIONAL SYMPOSIUM ON ADVANCES IN MILKING 11 April 2007 – Cork, IRELAND



This symposium is a one day event highlighting the latest research, innovation, standards & developments relating to milking equipment. The final programme is now available on the website for download and you can also register online. **The reduced fee for early registration is €150 before 1 March** and rises to €160 after that date.

Full details on the Symposium can be found at <http://www.idf-milking.org/index.php>

IDF SYMPOSIUM “LACTOSE AND ITS DERIVATIVES” 14-16 May 2007 - Moscow **REGIONAL CONFERENCE “FERMENTED MILKS – Technology and Nutrition” 17 May 2007 – Moscow**

The **International Symposium** with focus on the technology of lactose and lactose derivatives with significant input relating to nutrition.

The first **IDF Regional Conference on Fermented Milks** is an open event that aims to provide a platform for presentation and exchange of most recent knowledge focusing on industrial application of innovative technologies for the production of fermented milk products as well as highlighting the unique nutritional benefits of fermented milks for human health.

Delegates can register for each of the events separately or take advantage of the reduced fees for registering for both events. **The combined fee for early registration is €550 before 15 February** and it rises to €590 after that date.

Full details of the two events can be found at <http://www.lactose.ru/> and <http://lactose.ru/conf/>

RECENT IDF PUBLICATION

Bulletin 409/2006 – The World Dairy Situation 2006 – (electronic copy) – 89 pages – price 75 Euros

Annual survey presented at IDF World Dairy Summit and Congress in Shanghai in October 2006. Production, consumption, trade and price figures from dairy sector and other sources, comments and prognoses on the situation in different countries and analysis of the whole, covering IDF member countries and a number of non-member countries. WDS Forum section covers international farm comparisons (IFCN) and worldwide market prospects.