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The panel of speakers on sustainability at the EDA Dairy Platform 2017 (from left): Dr. Joan Reijs, Wageningen University, Frederich Wellendorph, Tetra Pak Processing, Anna-Karin Modin Edman, Arla, and moderator Richard Laxton, Arla. Not in the photo is Jaap Petraeus, FrieslandCampina (photo: IDM)

The last session of the EDA Dairy Platform in Stockholm was all about sustainability. IDM reports the main statements from the „Sustainable dairy: challenges and commercial opportunities“ part of presentations given on 29 September.

Roadmap to sustainability

Dr. Joan Reijs from the Wageningen University pointed out that dairy stands for 30% of all livestock-related negative impacts on environment and climate. Another 30% can be attributed to beef which is partly connected to dairy. However, there's a positive side as dairy is a circular economy, maintains the landscape, provides essential nutrients and is an economic pillar of rural life. Dairy also utilises grassland which can't be used for growing crops. Reijs recommends that the dairy sector should work on decreasing the negative impacts and optimise the benefits. He provided a kind of a roadmap for the sector to tackle the sustainability challenges.



Suppliers of equipment

Frederich Wellendorph, Tetra Pak Processing, demonstrated how a supplier can help the dairy industry in improving its sustainability record. New equipment is constructed these days to help save energy and resources. A Total Cost of Ownership tool developed by Wellendorph's company helps dairies in deciding about the right strategy for technical investment.

How to approach consumers

Anna-Karin Modin Edman, Arla, described how the co-op adapts its communication to consumers in terms of sustainability. Arla has characterised four types of consumers in that respect: those who do not care, those who are mildly interested, those who are interested and those who are zealous in environmental matters (not surprisingly many buyers of organic food). Arla addresses each of these consumer types in a different way just to bring the message about its efforts for sustainability across.

Audits made easier

Jaap Petraeus, FrieslandCampina, reported about a tool developed to reduce the number of different audits made by customers. The B2B tool bases on the Dairy Sustainability Framework issued in 2013 by Global Dairy Platform.