

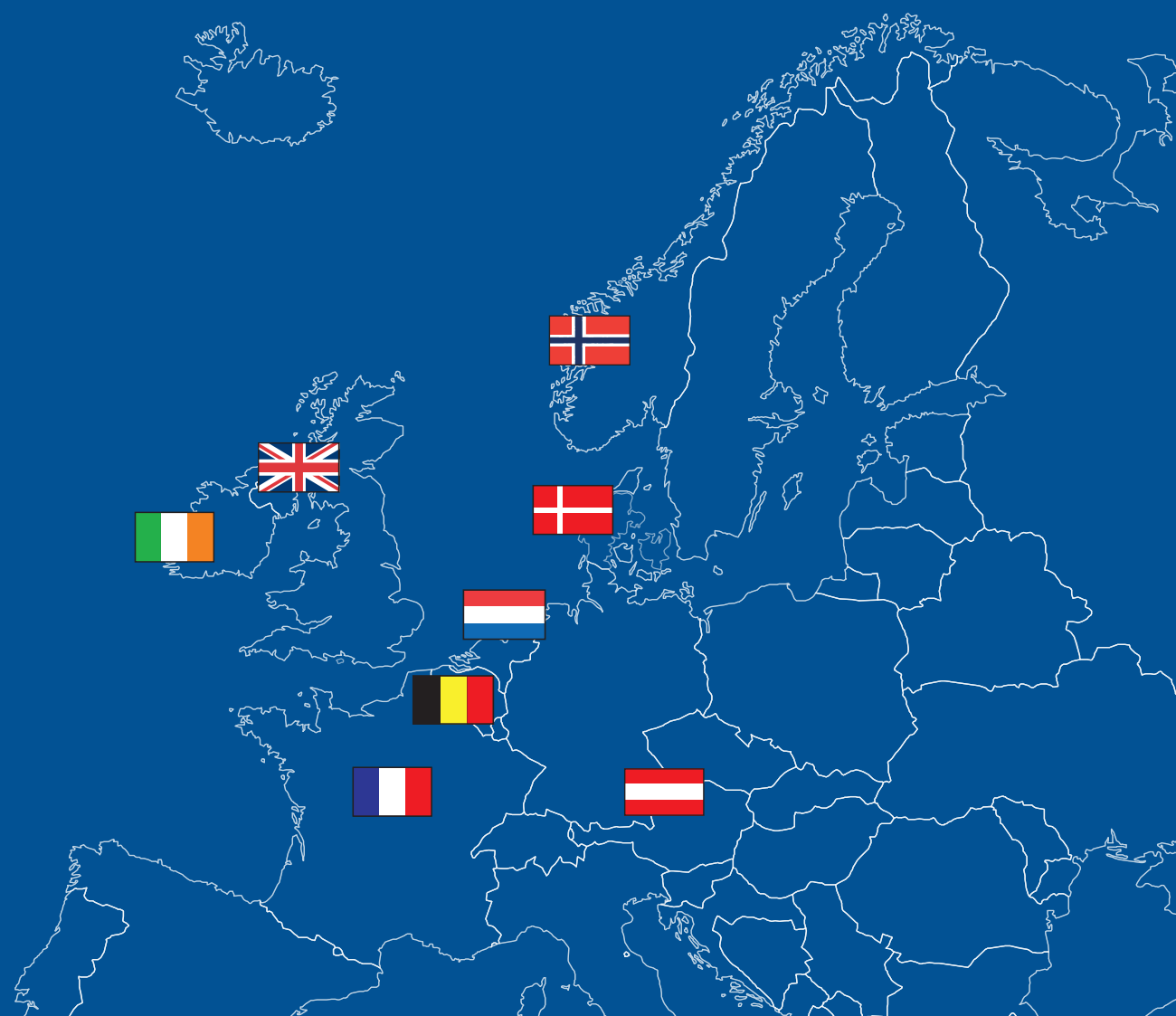


The European Milk Forum  
2016





The European Milk Forum is a unique collaborative platform bringing together eight European dairy organisations with the aim of promoting professional exchanges, shared reflection and carrying out joint initiatives. The EMF's strength lies in its unity: its members are geographically close yet culturally different and the organisation uses the same European approach to both embrace and transcend these differences.



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## WHAT IS THE EMF?

**The EMF is an active network of eight European dairy organisations which aims to promote professional exchanges and reflection, initiating collective activities based on a shared European vision. Through its activities, EMF members have one mission in common: to develop information and promotion programmes on milk and dairy in Europe.**

Founded in 2011 by seven dairy organisations in Europe, the EMF is currently made up of eight countries: Austria, Belgium, Denmark, France, Ireland, the Netherlands, Northern Ireland (UK) and Norway. It is hoping to soon welcome other European country members for future dairy promotion activities.

The EMF member countries demonstrate a huge variety of consumer food habits and attitudes but what unites them is the quest for common ground, beyond the cultural specificities of each market. Consensus decision-making ensures the optimal cooperation between the group's members. This consensus gives the EMF a truly European dimension and is the source of its originality and capability. The member organisations meet regularly in person, which is crucial for ensuring efficient discussions and mutual understanding.

The EMF aims to disseminate relevant information and create a true dialogue with stakeholders and consumers across Europe, as well as building a clearer understanding of the role of milk and dairy products in the European daily diet. The EMF plays a major role in driving the strategic development, management and exchange of integrated communication programmes on milk and dairy products at European and local levels, consolidating the work of the member organisations both individually and collectively. Its work with stakeholders is privately funded by its members, and aims to create awareness about the benefits of milk and dairy products among health professionals, whilst its EU-funded programmes are mainly targeted at consumers.

## MESSAGE FROM THE CHAIRMAN

The idea of a body made up of several European Dairy Councils first emerged in the mid-2000s. A few years later, serious brainstorming to determine the aims and needs of such an organisation eventually led to the founding of the European Milk Forum.

With the original objective of being a generic marketing group supporting the European dairy sector, the European Milk Forum was set up to share insights, ideas and costs for greater overall efficiency. It has now become a multi-faceted and active network comprising Dairy Councils from eight European countries. This is no mean feat and demands effort from all sides, but the achievements of the group since its founding in 2011 are a testament to its members' unwavering dedication to our dairy vision.

The EMF is well on its way to becoming the hub of dairy promotion excellence, with outstanding ideas and the newest methods for conveying the modern story of milk and dairy.

Founded on the idea of developing communication on the nutrient richness of milk and the concept of Milk, Nutritious By Nature, the organisation's future focus will be broadened to matters related to dairy reputation.

We hope that our expertise and originality will inspire new members to join and become part of something unique in Europe.

**Laurent Damiens**  
EMF Chairman





## MILK, NUTRITIOUS BY NATURE

A new way of communicating  
the health benefits of dairy in Europe



### THE NUTRIENT RICHNESS OF MILK

'Milk, Nutritious by Nature' is a pan-European information programme addressing nutrition and health issues, self-financed by EMF member countries. The programme's objective is to raise awareness of the nutritional benefits of milk to help ensure that milk and dairy products remain part of our food patterns and a healthy, balanced diet across Europe.

The programme is the backbone of EMF. It is directed at key stakeholders such as high level scientists, health professionals, policy makers and journalists to communicate about the nutrient richness of milk and dairy foods and, importantly, how those nutrients and other components come together in the dairy matrix to exert their beneficial effects.

A number of collective activities have been undertaken to create this dialogue with stakeholders including scientific roadshows, satellite symposia at major European nutrition events, a website and a comprehensive review of the scientific literature on dairy and health, all with a common European approach.

These are the result of a unique collaboration among the nutritionists from the EMF member organisations. Using science-based nutritional and health data on the milk and dairy food group, which forms an important part of food-based dietary guidelines across Europe, the group's strength comes from sharing this information which can sometimes vary from one country to another.

#### Milk, a unique package of essential nutrients

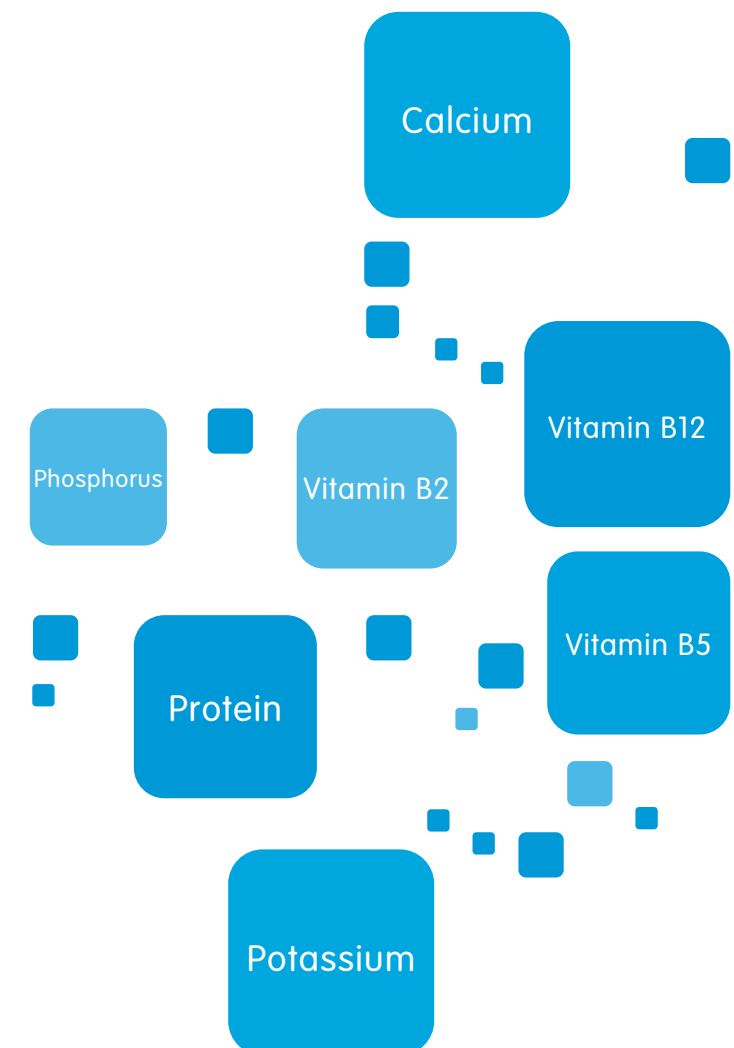
Most people associate milk with calcium and bone building but dairy foods offer so many other nutrients essential to good health such as protein, potassium, phosphorus and vitamins B12 and B2.

The 'Nutritious by Nature' programme highlights these extensive nutritional benefits and the important contribution milk and dairy foods make to the nutritional quality of the European diet.

More than this, however, the programme is extending its message to highlight the effects of the 'dairy matrix'.

#### The dairy matrix effect for health: a modern approach to nutrition

It is increasingly recognised that the effects of milk and dairy foods on health are about more than the individual nutrients they contain. Rather, the unique combination of nutrients, bioactive factors and other components, and how they interact with each other, combine to produce the overall effect of dairy foods on health. This is the concept of the dairy matrix and it gives us insights beyond the effects of single nutrients to begin to understand and explain the benefits of the 'whole dairy food'. EMF is taking the lead on this new concept by developing it further at a European level: a modern approach to nutrition which could potentially be ground-breaking.

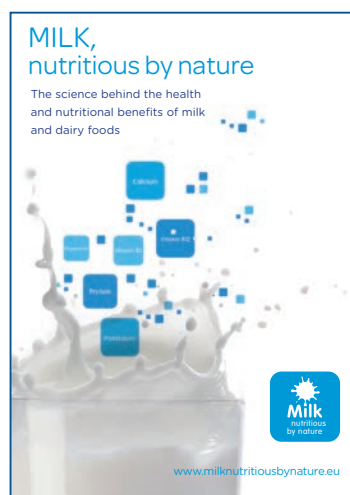


## SCIENTIFIC BROCHURE

A summary of the scientific evidence of what makes milk and dairy foods 'Nutritious by Nature'.

In addition to its valuable contribution to nutrient intakes, dairy consumption has been linked to a variety of health benefits including better bone health, lower blood pressure and weight control, as well as to a reduced risk of type 2 diabetes, cardiovascular disease and colorectal cancer. Milk and dairy foods also have a role in sports nutrition and in helping to maintain muscle mass and function in older people. The brochure brings together the science behind these health effects including in relation to the particular amounts, types and patterns of milk and dairy consumption in Europe. It also examines the "dairy matrix effect" on health.

Aimed at nutrition and health professionals, the brochure is the result of lengthy and in-depth collaboration between the nutritionists from the EMF member organisations. It was first produced in 2014, and has been updated for 2016. The information is also readily accessible on our website.



## SCIENTIFIC SYMPOSIA

The EMF members also join forces to together host satellite symposia at major nutrition events in Europe. This not only raises the profile of the project's key messages with the large number of delegates attending but reaches a much wider audience through our PR programme. Several such symposia have now taken place including at the International Union of Nutritional Science (IUNS) Congress of Nutrition, the World Congress on Osteoporosis, Osteoarthritis and Musculoskeletal Diseases (WCO-IOF-ESCEO) and the Federation of European Nutrition Societies (FENS) meeting.

**2013 International Congress of Nutrition - Granada**  
Maintaining health with nutrient rich diets: the role of dairy in prevention of metabolic syndrome, cardiovascular disease, obesity and sarcopenia

**2015 World Congress on Osteoporosis, Osteoarthritis and Musculoskeletal Diseases - Milan**  
Dairy products and bone health: turning facts and beliefs into clinical practice

**2015 European Nutrition Conference - Berlin**  
Regular fat dairy foods in nutrition and health: the latest insights

**2016 World Congress on Osteoporosis, Osteoarthritis and Musculoskeletal Diseases - Malaga**  
Proteins and sarcopenia: a review of the evidence

**2017 World Congress on Osteoporosis, Osteoarthritis and Musculoskeletal Diseases - Florence**  
Dairy products and bone health: from science to public health



## EUROPEAN ROADSHOWS

EMF first launched its Roadshows in 2013 to tell the "Milk, Nutritious by Nature" story through a series of similar conferences in several countries. The scientific symposia making up each Roadshow have the same core template and European expert speakers, with local adaptations to suit the needs of the participating countries.

The first Roadshow took place in 2013 in Copenhagen, Brussels and Amsterdam on the theme of nutrient richness and potential health benefits of milk and dairy products, focusing particularly on dairy's contribution to European diet quality, dairy protein, and effective communication.

Ireland, Northern Ireland and France hosted 2014's Roadshow, which continued to explore the health benefits of dairy and particularly of the 'milk matrix' looking more closely at cardiovascular and weight control benefits.

2015 saw the Roadshow return to Denmark, Belgium and the Netherlands, and venture to Norway for the first time, with the focus on the 'The role of milk and dairy foods in healthy, sustainable diets'. The milk matrix concept is the core message of this European scientific event in 2017.

The event's target audiences are policy makers, health care professionals, health and nutrition organisations and health and nutrition media; all EMF member organisations, not just those countries hosting a symposium, are able to utilise the output to reach the aforementioned groups.

The Roadshows continue to be a successful vehicle for the 'Milk, Nutritious by Nature' story.



Dr Marianne Uhre Jakobsen, Dr Anneleen Kuijsten and Dr Michelle McKinley, speakers at the EMF Milk Nutritious by Nature Symposia, April 2015

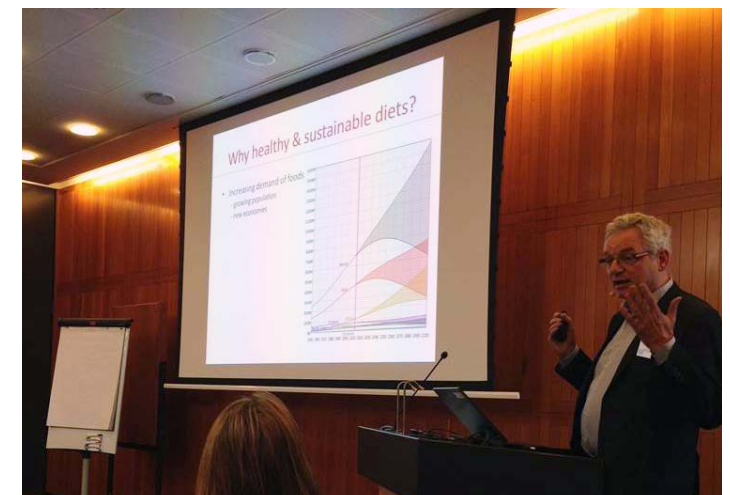
## WEBSITE

Targeted primarily at health care professionals, the "Milk, Nutritious by Nature" website is a showcase for scientific information which has come from the fruitful collaboration between the eight member countries. The site not only presents the scientific brochure in a dynamic and easily accessible format, but also provides links with all other activities carried out within the programme. It also serves to deliver the core message of the EMF's stakeholders' programme, and to disseminate the new concept of the milk and dairy matrix effect. To reinforce trust and credibility with key stakeholders, this platform will also be used for speakers' presentations, videos and press information from the Roadshows and Scientific Symposia.

The focus on these events and the scientific content marks a shift towards a more academic website that can be used as a referencing tool.

To access the entire catalogue of documents created as part of the "Milk, Nutritious by Nature" programme, please visit:

[www.milknutritiousbynature.eu](http://www.milknutritiousbynature.eu)



Prof Pieter van't Veer, a speaker at the EMF Milk Nutritious by Nature Symposia, April 2015



# MILK, A FORCE OF NATURE

## A first for European milk

### **The first multi-country programme on milk co-financed by the European Commission**

'Milk, a force of nature' was a joint 3-year promotion programme and the first pan-European programme on milk, supported and co-financed by the European Commission.

The core of the activities was a single modern TV commercial produced on a consensual basis by seven EU countries, and broadcast simultaneously in each country.

The film narrated a new story using the "knights of milk" to bring together nutrients that convey energy, force and power, demonstrating milk's strong identity. The final packshot was adapted to each market and language. The TVC and the tools adapted

from the same concept were all validated by the EUC. In Years 2 and 3, the campaign featured a sports personality from each country involved in the programme, showing them drinking milk as children and again as fit, healthy adults.

The over-arching objective of the programme, which recently came to an end, was to build consumer awareness of milk's nutritive properties through a general public campaign based on the 'Milk, a force of nature' slogan and via health professionals.

This first campaign represents a great achievement for the EMF, given that the European countries, cultures and food habits vary despite their geographical proximity, and showcases their ability to work together with a common European vision.

Independent research carried out by GfK provides a clear indication of the potential which still exists for milk and dairy products in the participating European countries and the results are encouraging.

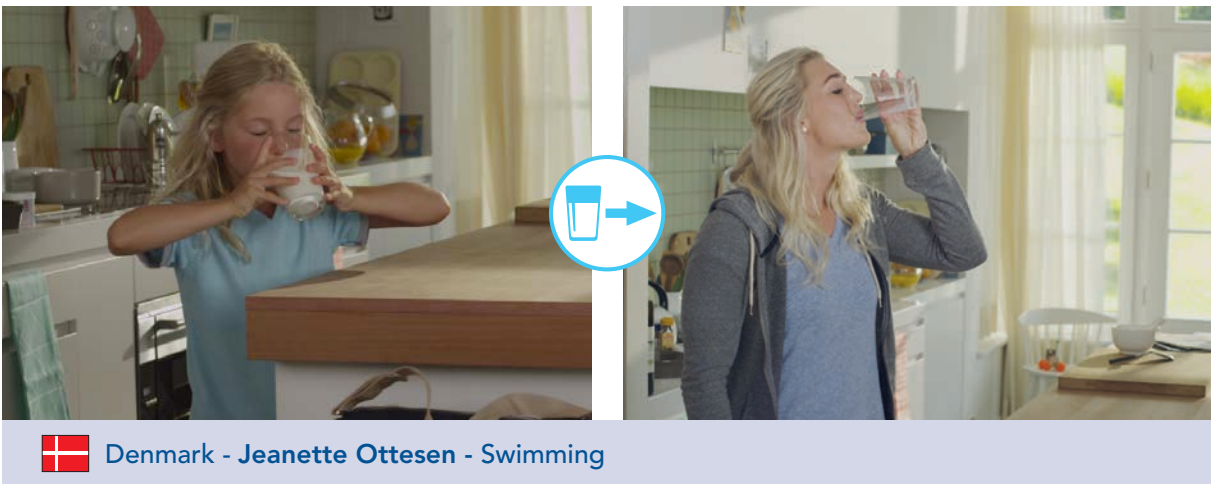
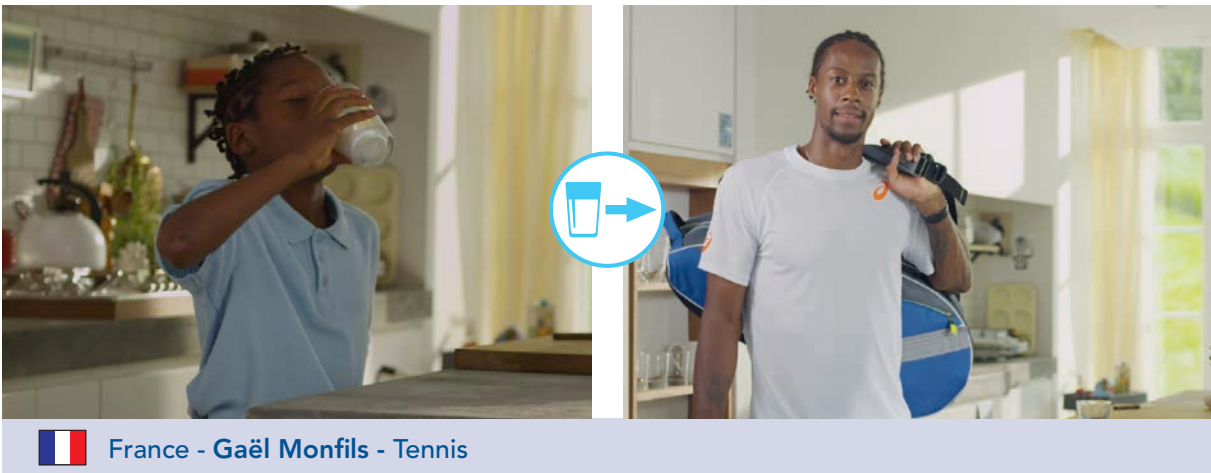
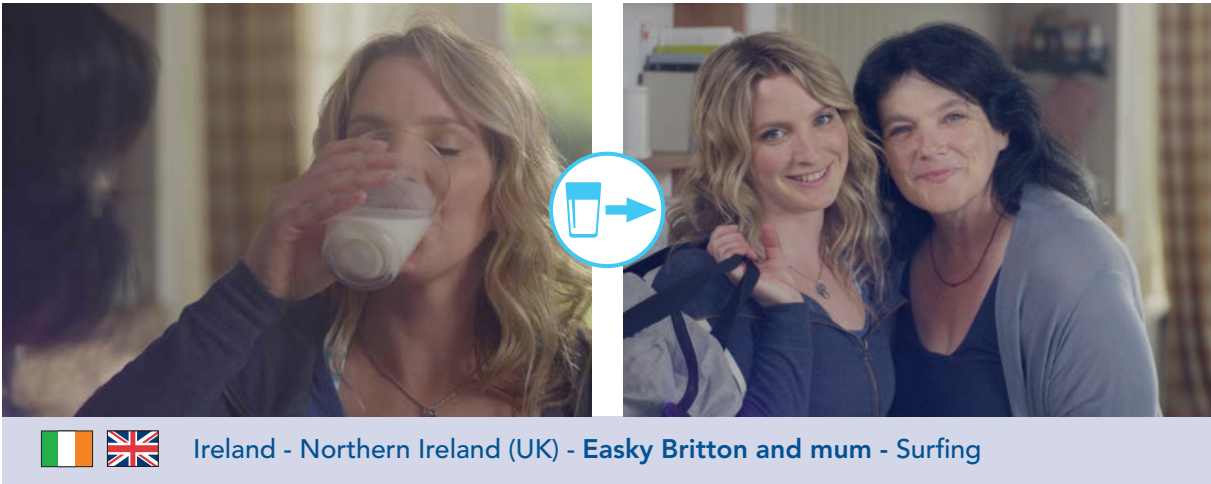
2013 - 2015

Austria, Belgium, Denmark, France, Ireland,  
The Netherlands, Northern Ireland (UK)





A unique idea  
USING SPORTS PERSONALITIES  
ADAPTED TO EACH MARKET



Milk, a force of nature, a baseline that consumers remember

	Year 1	End of Year 3
% of consumers that remember the campaign	28%	57%
% of consumers that remember the baseline Milk, a force of nature	-	71%

Improvement in the perception of milk for those who remember the campaign

	Consumers who remember the campaign	Consumers who don't remember the campaign
I believe that Milk is a force of nature	44%	29%
Milk is rich in calcium a force of nature	82%	77%
Milk is part of a balanced diet	66%	59%
Besides calcium, milk contains essential nutrients	65%	59%

At the end of the programme, there was a better score in the group of people that remembered the campaign compared to the group that did not, showing the how well the messages were received.

The use of sports personalities was much appreciated

		TOTAL					
Like the sports personality	Consumers who remember the campaign	44%	44%	44%	39%	44%	50%
	Consumers who don't remember the campaign	32%	28%	26%	25%	48%	33%
Fits the campaign well	Consumers who remember the campaign	42%	41%	41%	34%	48%	46%
	Consumers who don't remember the campaign	26%	26%	22%	19%	38%	24%

Source: GfK, Feb. 2016

Evaluation of the programme  
KEY RESULTS





## CHEESE UP YOUR LIFE

One voice for a unified approach to European cheese

### A multi-country promotion and information programme on cheese co-financed by the European Commission

The "Cheese Up Your Life" campaign is run by dairy organisations in Denmark, France, the Republic of Ireland and Northern Ireland (the United Kingdom).

The joint programme aims to promote and educate consumers about European cheese culture and the heritage of local cheese with its outstanding quality and variety, as well as its taste, versatility and convenience. The overall strategy is to give consumers a clear understanding of the role cheese can play in the everyday diet by identifying different and modern occasions to use and eat cheese.

The campaign includes several information and promotional activities, which vary from country to country: events and tasting for the general public, press events, training sessions for professionals, short videos, press advertising, recipe booklets and promotional materials. These numerous activities are run

in parallel with each Dairy Council's existing initiatives to deliver clear and consistent messages across the board.

2015 - 2017

Denmark, France, Ireland and Northern Ireland (UK)



### Symposia – adding a real European dimension

As part of this EU funded programme, the EMF has held a series of Symposia, one in each of the four countries, on European cheese culture: past, present and future.

From the history of cheese, traces of which were found in Europe 8000 years ago, to the brain's interpretation of taste, as well as sumptuous tasting buffets, the events truly demonstrated our European culture of cheese and highlighted aspects of local heritage, proving to be the place to refine one's knowledge about this fascinating product.

### Five symposia aimed at building a European approach over three years

Paris - October 2015

Dublin – May 2016

Belfast – May 2016

Copenhagen – May 2016

Brussels – June 2017

The final symposium taking place in Brussels in the final year of the project (2017) is the concluding showcase of all that is great about European cheese.

**Find out more about the Cheese Up Your Life programme by visiting the website at**

**[www.cheeseupyourlife.com](http://www.cheeseupyourlife.com)**







## MILK MOMENTS

Joining forces to achieve a sense of collectiveness

**A multi-country programme co-financed by the European Commission**

### WHAT'S YOUR MILK MOMENT?

This is the question being asked by the EMF's Milk Moments programme, co-financed by the European Commission and launched in 2016 as a continuation of the previous project, Milk, a Force of Nature.

Aimed at tackling the decreasing rate of milk consumption and the ever-growing anti-milk rhetoric, the Milk Moments programme shows that milk can be consumed anytime, anywhere.

The 30-second films broadcast on national television channels in each of the participating countries are made up of several sequences of 5 to 6 seconds, some common to all countries and others country-specific. The films depict some unusual milk consumption scenes – in the morning in bed, at the bus stop, at work, coming home after training, as part of a revision snack, in the evening before bedtime – all proof that milk is a part of our everyday lives.

With memorable music accompanying feel-good scenes, the Milk Moments campaign is aimed at women with children and young people, giving milk a new image of modernity and pleasure. The montage style of the films allows for interesting changes year on year, adapting to the needs and

specificities of each country.

The development and choice of scenes were based on joint thinking, and the countries drew inspiration from one another.

A digital campaign is running alongside the films, creating a community of Milk Lovers, as well as medical journal advertorials and press events.

The campaign first aired in 2016 and first results for Year 1 are encouraging.

2016 - 2018  
Belgium, Denmark, France, Ireland and  
Northern Ireland (UK)



# MILK MOMENTS

The EMF's Milk Moments programme shows that milk fits a modern lifestyle, can be consumed at different times of the day and is part of our European food model – without forgetting the importance of the nutrients beneficial for health.



• Examples of Milk Moments scenes





## AUSTRIA



"In a united Europe, a joint discussion about reconciling farming with our environment and dairy marketing methods is very important. Being part of EMF gives a small country like Austria access to a broad European network. The fruitful exchange of ideas, the insight into other countries' agricultural practices and the joint programmes are beneficial to all members."

## BELGIUM



"VLAM strongly believes in the benefits generated by generic promotion to our dairy farmers and dairy industry. Working together within EMF allows us to join forces to increase the impact of our campaigns, create synergy and save costs. The great advantage of successful cooperation between the different EMF member countries is that it allows us to share ideas, know-how and experiences."

## DENMARK



"It is our experience that being a part of the EMF leads to tangible and valuable results for the Danish Dairy Board. We work alongside highly valued partners whose challenges and aims match ours. EMF's many advantages include insight into the latest trends within dairy and foods in general, knowledge and experience sharing as well as clear synergies when it comes to the planning and completion of joint promotions funded by the EU and other shared activities."

## FRANCE



"After decades of dairy consumption growth in Europe, we are now seeing a stagnation, and in some cases even a drop in the consumption of certain products. Concerted action across Europe will help prevent negative trends in the future, and the EMF is the only organisation that can meet this challenge. For CNIEL, membership with the EMF provides a new approach on how to communicate on the goodness of dairy in an open and connected world. The large variety of cultural habits, food patterns and points of view present in EMF member countries is an asset. It leads to innovative ideas and insights: we constantly take inspiration from each other."

## IRELAND



"The National Dairy Council welcomes a pan European approach to promote milk & dairy products. This approach adopted by the EMF results in the consumers of Europe learning about the benefits of dairy as part of a balanced healthy lifestyle in a consistent clear manner. Ultimately the role of EMF helps grow and reinforce the benefits of milk and dairy consumption at an Irish & European level. The shared learnings & efficiency of expenditure makes the EMF model extremely attractive from an NDC perspective as we work to a common focus & set of objectives."

## THE NETHERLANDS



"NZO joined the EMF because the transition from national markets to a single European market combined with the globalisation of communication outreach makes it necessary to join forces on dairy PR and promotions. Sharing knowledge and national expertise makes the dairy sector more powerful and effective, especially when opportunities and threats are present in nearly equal number."

## NORTHERN IRELAND



"It is common practice within the dairy industry, globally, for organisations to engage in pre-competitive activities on a collaborative basis. Experience has shown this level of collaboration is highly beneficial in achieving economies, delivering consistencies in messaging on a global basis, and in sharing best practice. The formation and work of EMF is based

on this approach, but takes it a stage further by providing a vehicle for the development of common programmes, with the added benefit of facilitating applications for EU funding. Although a small organisation, the Dairy Council for Northern Ireland has benefited, significantly, from its membership of EMF, not only in terms of participation in EMF's wide range of programmes, but also as a conduit for engaging with dairy companies to facilitate a closer working relationship in Europe between generic and brand activities."

## NORWAY



"We at the Norwegian Dairy Council find it rewarding to be part of the EMF for main two reasons: firstly, we are part of a network facing the same market opportunities and challenges. Together we can discuss these issues and learn from one another. Secondly, joint activities are helping us to spread the important message about nutrient rich dairy products to common target audiences."

## WANT TO KNOW MORE?

### EMF's European dairy organisations:

#### • Austria

AMA, Agrarmarkt Austria Marketing  
Margret Zeiler  
[www.ama.at](http://www.ama.at)

#### • Belgium

VLAM, Flanders' Agricultural Marketing Board  
BCZ- CBL, Confédération Belge de l'Industrie laitière  
Renaat Debergh  
Frederik Vandermersch  
[www.vlam.be](http://www.vlam.be)  
[www.bcz-cbl.be](http://www.bcz-cbl.be)

#### • Denmark

DDB, Danish Dairy Board  
Lars Witt Jensen  
[www.danishdairyboard.dk](http://www.danishdairyboard.dk)

#### • France

CNIEL, French Dairy Inter-branch Organisation  
Laurent Damiens  
Dominique Poisson  
[www.lesproduitslaitiers.com](http://www.lesproduitslaitiers.com)  
[www.maisondulait.fr](http://www.maisondulait.fr)

#### • Ireland

NDC, the National Dairy Council  
Zoe Kavanagh  
[www.ndc.ie](http://www.ndc.ie)

#### • The Netherlands

NZO, Dutch Dairy Association  
Tjeerd de Groot  
Johan Schildkamp  
[www.nzo.nl](http://www.nzo.nl)

#### • Northern Ireland (UK)

DCNI, the Dairy Council for Northern Ireland  
Mike Johnston  
[www.dairycouncil.co.uk](http://www.dairycouncil.co.uk)

#### • Norway

Norwegian Dairy Council  
Ida Berg Hauge  
[www.melk.no](http://www.melk.no)

### [www.milknutritiousbynature.eu](http://www.milknutritiousbynature.eu)

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