



British cheese makers still on the pursuit of common sense approach to cheese consumption

Cheese makers in the UK are still pushing for a common sense approach to cheese consumption and are challenging the various restrictions and negative connotations that are increasingly being associated with one of the most nutrient dense foods around.

The Food Standards Agency has recently completed a review of its Nutrient Profiling Model, which was developed to assist Ofcom apply television advertising controls seeking to improve the balance of foods being advertised to children.

The original model resulted in most cheeses being subject to advertising restrictions. The review has not changed that position.

Cheese makers are disappointed that cheese has not been accepted as a food

suitable for advertising to children, both when eaten on its own and as a useful means of providing calcium and protein with vegetables and pasta. Although milk and yogurt are also sources of protein and calcium, there is no evidence that children will increase their consumption of these to compensate for reductions in their cheese consumption, and calcium deficiencies could result.

The Nutrient Profiling Model is also causing further issues for the cheese industry in Wales. The Welsh Assembly has taken the model and applied it to the vending arena in hospitals. The new regulations are so restrictive that the Welsh Assembly Government is being urged to rethink its whole approach to vending by a coalition of leading business

organisations comprising the Automatic Vending Association; British Cheese Board, British Soft Drinks Association; British Sandwich Association; Dairy UK; Food and Drink Federation; National Farmers' Union Wales; and the Snack, Nut and Crisp Manufacturers Association.

Part of the problem stems from the fact that Ministers have decided to use the Food Standards Agency's nutrient profiling model to underpin their regulations, despite the fact this particular tool was developed originally with the sole purpose of supporting Ofcom's rules on TV advertising to children. The Food Standards Agency itself advised Welsh Ministers against the use of the tool in relation to vending in hospitals – but its advice was rejected.

Dairy farming and the environment

Dairy UK is to host the third annual conference on "Dairy Farming and the Environment" on 2 June at Stoneleigh Park. It will again focus on the key messages that need to be communicated to dairy farmers in order for them to reduce their environmental footprint, according to the organisation.

The conference will address the issues set out in the Environmental Plan for Dairy

Farming, which was set up in 2006 by representatives of British government agencies and the domestic dairy industry to provide a focus for industry efforts for further improving environmental performance of dairy farming.

Environmental issues have come increasingly to the forefront of industry thinking over recent years and, although significant progress has been achieved in adopting

schemes that will help everyone in the industry to reduce their environmental footprint, there is still much more that can be done through adopting integrated solutions to ensure that the targets set can be achieved.

This conference is one of Dairy UK's contributions to help deliver the plan.

For further information, please visit www.dairyuk.org

Cost savings give Emmi a record profit rise

A strict cost management campaign throughout 2008 coupled to steady expansion in foreign markets, particularly Britain, Germany, Austria, Italy and US, brought Swiss dairy market leader Emmi the reward of a record rise on net profit for the year, which rose 42.3% to CHF 58.7 million (€38.8m). Turnover was up 7.7% on the year to CHF2.7bn of which CHF625m (+6.5%) was earned by exports.

Still more expansion at home – including the doubling of Kaltbach cave-matured cheese production by 2010 – and in leading export countries is planned for the coming year by Emmi management. This

includes international focus on other best-selling items such as Emmi Caffè Latte and the fitness dairy drinks Benecol and Aktifit plus the concept of the Emmi Swiss Line muesli and yogurt products introduced on the German market in 2008.

The company also announced plans to buy a 60% stake in yogurt and dessert maker Nutrifrais from Geneva-based LRG Group, gaining the licence for Yoplait and TamTam brands. Emmi says that it hopes to reinforce its market presence in the yogurt and dessert segments through the deal, which it said will offer "good prospects" for the future of the Geneva site.



After a successful 2008, constantly climbing market shares for Emmi cheeses and fitness dairy drinks are planned for 2009 by the Swiss market leader