



**GLOBAL DAIRY PLATFORM**  
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**> GROWING MILK AND DAIRY**



**>> AND YOUR BUSINESS**



## GLOBAL DAIRY PLATFORM

*The milk and dairy market landscape is dynamic. New opportunities in emerging markets, increasing globalisation and changes in consumer demand, nutritional policy and the regulatory environment are among the top issues facing the industry. Global Dairy Platform was created to maximise the impact of these changes, and promote and protect dairy's position worldwide.*

*Global Dairy Platform is a non-profit organisation that was formed to promote your interests and bottom line as a global corporation, dairy cooperative, dairy-related organisation or association. Our membership consists of several of the world's leading dairy corporations and cooperatives, together with numerous smaller dairy businesses, dairy-related enterprises and non-profit organisations from across the dairy industry.*



#### OUR MISSION:

**TO PROVIDE INSIGHT, GUIDANCE AND NETWORKING TO  
ENABLE THE GLOBAL DAIRY INDUSTRY TO PROMOTE AND  
ADVOCATE MILK AND DAIRY.**

TOGETHER

> WE CAN ACCOMPLISH MORE THAN IF WE EACH ACTED INDEPENDENTLY.



#### TOGETHER WE ARE GREATER THAN THE SUM OF OUR PARTS.

Amidst the fragmented but increasingly globalised marketplace, Global Dairy Platform members believe it makes good business sense to join forces. Together we can accomplish much more than if we each acted independently. GDP does not seek to duplicate existing work. Rather, we believe a higher return on resources and funds can be achieved by better integration and sharing of pre-competitive research, promotion and regulatory activities.

*Working behind the scenes, GDP pursues the best interests of its members in three key areas:*

#### > SCIENTIFIC RESEARCH.

While not conducting research itself, Global Dairy Platform coordinates studies for the benefit of the industry to reduce duplication and enhance progress on key issues.

#### > COMMUNICATION.

GDP aims to provide pre- and non-competitive consumer market information highlighting differences and similarities among markets, and facilitating the sharing and development of effective messaging and best practises. The goal is to promote dairy's positive attributes and to counter anti-dairy communications.

#### > REGULATORY.

Global Dairy Platform is working with partners toward a regulatory environment that is congruent with the interests of the dairy industry.



## ADDED VALUE OF MEMBERSHIP

Members of Global Dairy Platform gain benefits that are difficult to find elsewhere in the industry:

- > Convenient access to shared non-competitive information
- > Deeper insight into globally shared issues
- > Influence on GDP directions and scope of activities
- > Access to discussion partners in mutual areas of interest
- > Advice on decisions with local impact
- > More efficient use of resources and funds for generic activities



## MEET UNPRECEDENTED OPPORTUNITY AND CHALLENGES

## > TOGETHER

### BENEFITS

- > Web site with members-only access to exclusive databases and content on scientific, regulatory and communication activities around the world
- > Electronic newsletters with the latest industry updates
- > Videoconferences and webinars on relevant topics
- > Insights into the industry – opportunities, challenges, issues and best practises
- > Peer-to-peer networking
- > Annual meeting, where members vote on GDP direction and work programme
- > Recommendations on the focus and direction of local pre-competitive science, regulatory and communication activities
- > Globally applicable communication concepts for use in generic promotion campaigns
- > Facilitation of local scientific, regulatory and promotional activities

### JOIN US!

For more information, visit  
[www.globaldairyplatform.com](http://www.globaldairyplatform.com)

### CONTACT:

Kevin Bellamy  
Global Dairy Platform Executive Director  
E-mail: [kbellamy@globaldairyplatform.com](mailto:kbellamy@globaldairyplatform.com)

### Global Dairy Platform

10255 W. Higgins Road, Suite 820  
Rosemont, Illinois 60018-5616  
United States

Phone: +1 847 627 3388

Fax: +1 847 627 3380



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## PROFILE: GLOBAL DAIRY PLATFORM

Each year, Global Dairy Platform's members produce the highest quality milk and dairy-related products that are worth nearly \$US 90 billion in the global marketplace.

### OUR PEOPLE

Founded in 2006, Global Dairy Platform's leadership is provided by the GDP Board of Directors:

**Andrew Ferrier**, CEO of Fonterra and Chairman of the GDP Board

**Jeremy Hill**, Director, Technology, and Chief Technology Officer at Fonterra

**Peder Tuborgh**, CEO of Arla Foods

**Anne With Damgaard**, Corporate Marketing Director of Arla Foods

**Justinus Sanders**, CEO of Campina

**Toon van Hoijdonk**, Corporate Director, Research and Development/Quality Assurance at Campina

**Rick Smith**, CEO of Dairy Farmers of America

**Jay Waldvogel**, Senior Vice President of Strategy and International Development at Dairy Farmers of America

**Jim Begg**, President of the International Dairy Federation

Under the Board's direction, GDP's work is managed by **Kevin Bellamy**, Executive Director. A native of the United Kingdom, Mr. Bellamy has extensive milk and dairy experience and is a past chief executive of the U.K. Milk Development Council.

### OUR MEMBERS

Our members include many of the world's largest and most profitable dairy corporations, such as Nestlé, Danone and Kraft Foods, and dairy-related companies such as TetraPak and DSM. Others show leadership in the non-profit arena, including such organisations as the U.K. Dairy Council, Dairy Australia, The Gardiner Foundation, Dairy Management Inc. and the Swedish Dairy Association, among many others.



(From left to right) **Kevin Bellamy**, GDP Executive Director, and **Andrew Ferrier**, Chairman of the GDP Board of Directors and CEO of Fonterra.



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## WORLD-CLASS ADVISORS: COMMUNICATION AND SCIENTIFIC ADVISORY BOARD

*Guiding Global Dairy Platform is the Communication and Scientific Advisory Board, which consists of some of the world's renowned scientists in health and nutrition from academia and the corporate world, as well as award-winning marketing and communication experts and authorities from the regulatory field.*

The Advisory Board provides direction on the scientific research, regulatory and marketing communication issues that GDP tackles on a worldwide basis. The Advisory Board members include:

**Arne Vernon Astrup**, M.D., Dr. Med.Sci./Ph.D., is the Head of the Department of Human Nutrition, University of Copenhagen in Denmark. He has authored more than 300 original papers and is recognised as an international expert on the etiology and treatment of obesity.

**Cédric Boehm** serves as Business Manager of the Chilled Dairy Strategic Business Unit at Nestlé, based in Switzerland. He is responsible for the long-term business strategies and profitability of the business, including research and development, branding, business expansion and asset utilization.

**Eric Doulat** holds the position of Strategic Scientific and Regulatory Affairs Director at the Paris, France-based offices of Danone, a global leader in food and dairy products.

**Laurent-Bernard Fay**, Ph.D., is the Head of the Department of Bioanalytical Science at the Nestlé Research Center in Switzerland, which ranks as one of the world's finest food and nutrition research centers. He has authored more than 150 publications, focusing on the development of technologies that enable biomarker discoveries to substantiate nutritional claims for food ingredients with biological functionalities.

**Cary Frye** serves as Vice President of Regulatory Affairs at the International Dairy Foods Association in Washington, D.C., in the United States. Responsible for scientific and regulatory activities, she is active in food standards and chairs the International Dairy Federation's Standing Committee on Food Labeling, among other activities.

**Roger Hall** is the Regulatory and Food Assurance Manager at Fonterra in New Zealand, one of the world's largest dairy companies. He provides advice and support to the Fonterra Regulatory and Food Assurance Council and leads the corporate regulatory and food assurance team. He also has worked with Codex and the International Dairy Federation since 1990.

**Shuichi Kaminogawa**, Ph.D., serves as a Professor in the Department of Food Science and Technology in Nihon University in Japan. He has written more than 350 publications and is considered an international expert on milk proteins, lactic acid bacteria and the immunological properties of dairy products.

**Frans J. Kok**, Ph.D., is Professor of Nutrition and Health and Head of the Division of Human Nutrition at Wageningen University in the Netherlands. He has authored more than 250 publications, with emphasis on the role of diet in disease prevention, energy balance and body composition, and sensory science.

**Richard Lange** holds the position of Marketing Director at Dairy Australia, where he develops programmes targeting consumers, health professionals, food service channels, schools and opinion leaders. He is a past winner of the IMP Trophy for generic marketing and three Rx Club Show Awards, including a Gold Award in 2004.

**Gregory Miller**, Ph.D., is Executive Vice President of Science and Innovation at Dairy Management Inc. in the United States. Considered one of the world's leading dairy nutrition experts, he has presented more than 100 invited lectures at national and international meetings and published more than 140 research publications on various nutrition topics.

**Thomas Sanders**, D.Sc., serves as Director of the Research Division of Nutritional Sciences at King's College London in the United Kingdom. Specialising in the effects of diet on cardiovascular risk factors, he has served as a consultant to the United Nations Food and Agriculture Organisation and the World Health Organisation, among other high-profile groups.



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While Global Dairy Platform members represent diverse areas of the dairy industry, what unifies them is their desire to promote dairy's interests throughout the world.

Upon the advice of some of the world's leading scientists, communicators and regulatory experts who make up the Communication and Scientific Advisory Board, GDP is focusing on four key areas to achieve greater growth:

### 1. ASSERT DAIRY'S CORE ATTRIBUTES

- > Coordinate the delivery of messages on a global basis to assert proactively the positive attributes of milk and dairy
- > Adopt a common means of market analysis across borders using common drivers of demand
- > Defend dairy against such terms as "soy milk" and "icecream made from vegetable oils"
- > Ensure that key health and nutrition claims are registered and available in markets worldwide
- > Counter anti-milk messages around the world

### 2. LINK DAIRY TO HEALTHY WEIGHT MANAGEMENT/ WEIGHT LOSS

- > Create the scientific links between dairy and wellness and healthy weight management using rigorous science
- > Present the case and communicate it uniformly throughout the world

### 3. AFFIRM MILK AND DAIRY AT EACH LIFE STAGE

- > Create a holistic view of dairy and fermented dairy products as essential at each life stage
- > Establish global communication channels to promote dairy's benefits for children's healthy growth, bones and teeth

- > Help adults differentiate milkfat from saturated fat with the overall goal of promoting milk as essential to their diets; develop messages promoting such dairy benefits as protecting against certain cancers, reducing hypertension and enhancing gastrointestinal health
- > Demonstrate the benefits of dairy to ageing populations, particularly in minimising sarcopenia and osteoporosis

### 4. REDUCE BARRIERS TO MILK AND DAIRY IN THE REGULATORY ENVIRONMENT

- > Coordinate efforts to substantially decrease or eradicate the impact of trans fat labeling on naturally occurring trans fat products
- > Seek to adopt a global strategy to ensure that nutrient profiling systems are based on achieving nutrient balance while not penalising nutrient-dense products
- > Coordinate the international commercial view on Codex debates and provide support to those engaged in these issues





Members of Global Dairy Platform gain benefits that are difficult to find elsewhere in the industry.

## MEMBERSHIP FEES

### ANNUAL FEES

IN U.S. DOLLARS

#### Members

> Founding members	\$150,000 -250,000
> Dairy companies with turnover of more than \$2 billion	\$50,000
> Dairy companies with turnover of \$500 million - \$2 billion	\$25,000
> Dairy companies with turnover up to \$500 million	\$10,000
> Dairy associations and non-profit organisations	0

#### Associate members

> Dairy-related companies	\$50,000
> Dairy-related associations	0

## JOIN US!

### For more information,

visit: [www.globaldairyplatform.com](http://www.globaldairyplatform.com)

### Contact:

Kevin Bellamy

Global Dairy Platform Executive Director

E-mail: [kbellamy@globaldairyplatform.com](mailto:kbellamy@globaldairyplatform.com)

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10255 W. Higgins Road, Suite 820

Rosemont, Illinois 60018-5616

United States

Phone: +1 847 627 3388

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