

NEWS/BUSINESS



Innovation center launches green initiative

ROSEMONT, Ill. — The Innovation Center for U.S. Dairy, an organization that brings together leaders from across the dairy value chain, has announced an initiative designed to build business value and meet the growing consumer demand for environmentally-friendly products.

The initiative commits to a 25 percent reduction in greenhouse gas emissions by 2020 and focuses on the fluid milk value chain from farm to table. It includes a series of projects designed to reduce energy use, increase efficiency and help the industry tap into new sources of income.

"Consumers increasingly demand nutritious dairy products that are produced, packaged and distributed in an environmentally sustainable way, and the U.S. dairy industry intends to meet their needs proactively," says Thomas Gallagher, CEO, Innovation Center for U.S. Dairy and Dairy Management Inc. "The dairy industry has a long history of environmental stewardship. Through this sustainability initiative, we continue our legacy of producing high-quality nutritious foods that enrich and sustain life."

As part of the initiative, the Innovation Center unveiled 12 project plans offering a range of solutions for small and large operations across all industry segments. The center also notes these projects have the potential to create an estimated \$238 million in business value and reduce greenhouse gas emissions by 3.2 million metric tons.

In the summer of 2008, more than

250 stakeholders gathered at the first Sustainability Summit to develop a greenhouse gas reduction road map. Currently, more than 500 stakeholders, including producers, processors, manufacturers and retailers as well as other dairy industry experts, are helping the industry and the Innovation Center achieve this sustainability vision.

"Our goal is to help dairy companies to thrive for generations while increasing the health and well-being of consumers, communities, the U.S. dairy industry and the planet," says Connie Tipton, president and CEO, International Dairy Foods Association. "This industry-wide sustainability initiative offers an outstanding opportunity for all members of the dairy industry."

Solutions for greenhouse gas reduction include identifying and implementing energy-saving best practices across all value chain segments, removing barriers to the adoption of methane digesters and implementing pilot programs to test alternatives to thermal pasteurization for raw milk and reduced-temperature, clean-in-place technologies.

The Innovation Center also has engaged the University of Arkansas Applied Sustainability Center to conduct the first-ever comprehensive survey to accurately measure the industry's current carbon footprint. The science-based life cycle assessment of greenhouse gas emissions across the U.S. fluid milk value chain will be submitted for publication later this year. CMN

CMAB visits China for second trade mission

MODESTO, Calif. — Key board members, members of the executive team and several partners of the California Milk Advisory Board (CMAB) currently are in China for CMAB's second trade mission to the nation in six months.

The delegation is comprised of members from the energy, agriculture, tourism and technology sectors. A delegation of California dairy industry producers and partners visited China less than four months ago on a similar mission.

According to Stan G. Andre, CEO, CMAB, the California delegation is heading back in search of more ways to meet China's growing need for dairy products, particularly in the industrial foodservice marketplace. The group — which includes dairy industry attendees Andre; Richard Michel, vice chairman, CMAB; Dominic Carinelli, treasurer, CMAB; Ross Christieson, consultant, CMAB; and John and Heather Fiscalini of Fiscalini Farms, Modesto, Calif. — left Feb. 18 and are scheduled to return Feb. 28, according to a spokesperson at Fiscalini Farms.

The goal of the mission is to continue establishing a greater understanding in the United States of the Chinese dairy industry, as well as help facilitate business deals that will initiate and expand dairy trade opportunities between the two countries, Andre says.

"The last trade mission opened new doors for California dairy products in China," Andre says. "We believe this trip will help solidify our current supply in China and hopefully present further opportunities."

In this trade mission, the California companies were paired with 15 Chinese companies in Beijing through the China Council for the Promotion of Trade (CCPIT) to promote business partnerships and discuss topics including environmental protection and renewable energy; agriculture and food safety; tourism; investments into California companies; and information technology.

In addition, CMAB hosted two major receptions showcasing California dairy products including cheese and wines to Chinese industry, media and government. CMN

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