

# Global Insights and Innovation

## Our Commitment

Food topics that rise in importance and concern in the U.S. can often be traced to other parts of the country and world where they first emerged. For example, food advertising to children has been a topic of great debate in the ongoing obesity conversation. The Federal Trade Commission's child advertising policies in the U.S. consider the science and decisions made in other places around the world, such as countries in Scandinavia and the U.K., where restrictions were placed around advertising long before they were in the U.S.

As part of the Innovation Center for U.S. Dairy, the Global Insights & Innovation Committee will help U.S. Dairy stay on top of food-related activities across the country and the globe to prepare for potential future actions in the U.S. The committee will seek to enhance industry knowledge through the creation of an intelligence system that consolidates and synthesizes diverse data from across allied organizations, and it will play a key role in helping the Innovation Center better understand key opportunities and challenges on topics of consumer trust in dairy. Ultimately, the committee's goal is to help implement strategies to proactively position dairy in the changing consumer landscape.

## Key Efforts

To effectively and closely monitor trends that may affect the dairy industry, the committee will focus on eight key areas of interest, including animal care, technology, safety, nutrition, sustainability, emerging science, food trends and activist activities.

The primary tasks of the Global Insights & Innovation Committee include:

- **Developing an early warning system for U.S. Dairy as food-related issues and opportunities occur domestically and globally.** This internal flagging system will help arm the appropriate Innovation Center committees with information to proactively address issues, avert potential crises and leverage developing opportunities.
- **Creating an innovation model that DMI and allied organizations can use to try new research methods, business models, partnerships and programs.** The innovation model will help fill knowledge gaps within the committee and address identified market needs.
- **Adapting to additional needs as the committee and strategy continue to evolve.**



The committee is kicking off by conducting an information audit to gather available intelligence, identify and fill gaps, integrate learnings and develop and share implications with other Innovation Center committees to ultimately help inform strategies for the wider U.S. dairy industry.

Countries and markets of greatest interest include primary U.S. dairy export markets, major U.S. global export competitors and markets that have taken leads in areas of food regulations, claims and new technologies that impact dairy. Examples include the U.S., E.U., Mexico, Japan, China, South Korea and New Zealand.

## Get Involved

The Innovation Center for U.S. Dairy is strong because of the involvement of individuals and organizations from across the dairy community and beyond. Those on the Global Insights & Innovation Committee will provide guidance on the direction of the committee to shape the body of work, connect the system to new data sets and partners to advance committee goals, contribute feedback on the need for additional initiatives and research, pilot programs within organizations as appropriate and participate in committee calls and meetings. If you would like to learn more about the Global Insights & Innovation Committee or get involved, please contact Madlyn Daley at [Madlyn.Daley@dairy.org](mailto:Madlyn.Daley@dairy.org).