



Goodness comes from within

Food integrity in the food chain: How can the animal production sector contribute?

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Hanne Bang Bligaard
Senior Specialist, Sustainable Dairy Farming



About Arla

The infographic consists of six circular icons arranged in a 2x3 grid on a light grey background. The top row includes: a green circle with a farmer icon and '11,200 OWNERS'; a blue circle with milk drops and '14 BL. KG. MILK INTAKE'; a purple circle with a globe and 'THE 4TH LARGEST'. The bottom row includes: a red circle with three people icons and '19,000 COLLEAGUES'; a white circle with Arla, LURPAK, CASTELLO, and Puck logos and '4 BRANDS'; and a green circle with the European Union flag and 'THE LARGEST'.



Our vision:

Creating the future of dairy to bring health and inspiration to the world, naturally

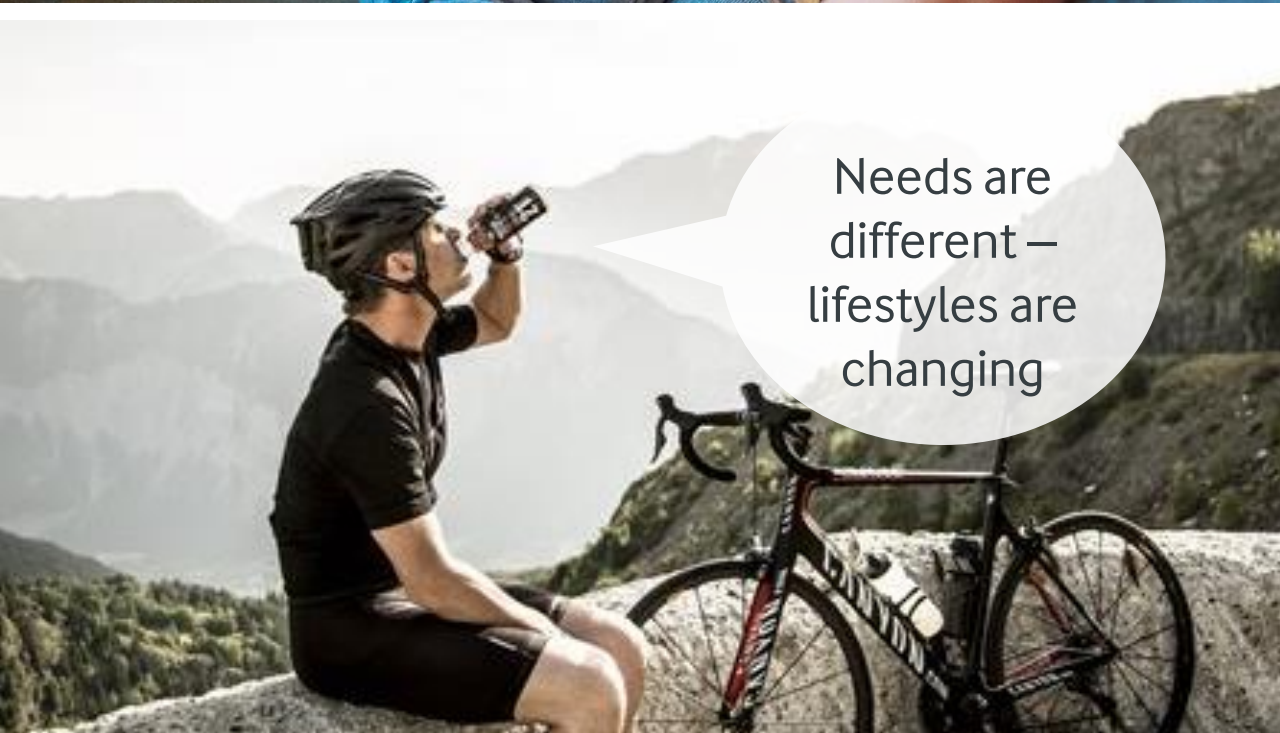




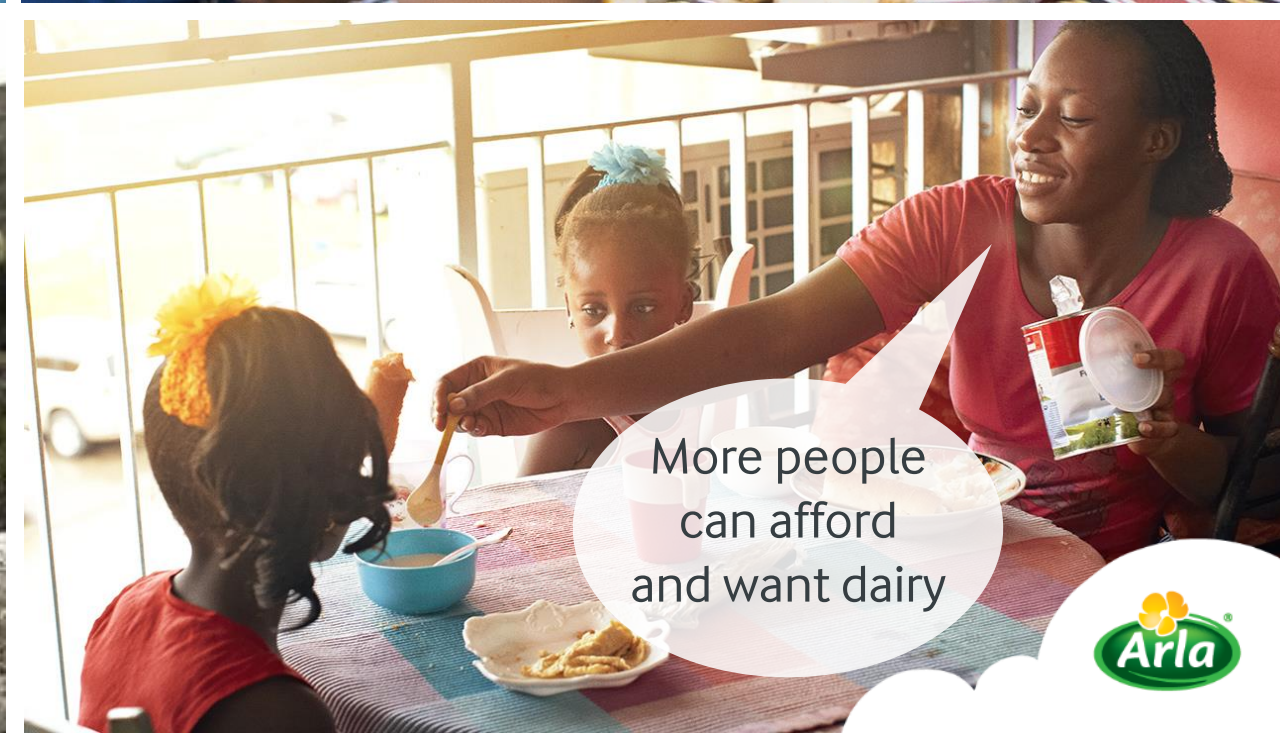
Looking for natural healthier choices



Explore dairy in new ways



Needs are different – lifestyles are changing





More people can afford and want dairy




European consumers are increasingly rejecting fresh milk (1-3 % p.a.)


Top 6 barriers to consumption

27% 
Don't like
TASTE  and
texture/mouthfeel

20% 
Milk is **DIFFICULT TO
DIGEST/TOLERATE**

13% 
Milk is **BORING**

13% - 31%  
Milk is **NOT ENVIROMENT
and ANIMAL FRIENDLY**

14% 
Milk is **NOT
HEALTHY/NOT
NATURAL FOR
HUMANS**

7% 
Milk has **TOO
MANY
CALORIES**

75%

**of consumers still
GIVE US A
LICENSE TO PLAY**



Milk
composition



Food
safety



Animal
welfare



Environmental
considerations



Arlagården® ensures milk of high quality



Sustainable Dairy Farming Strategy 2020

ANIMALS

Continually caring for cows and improving animal welfare

CLIMATE

Reducing the carbon footprint of milk production

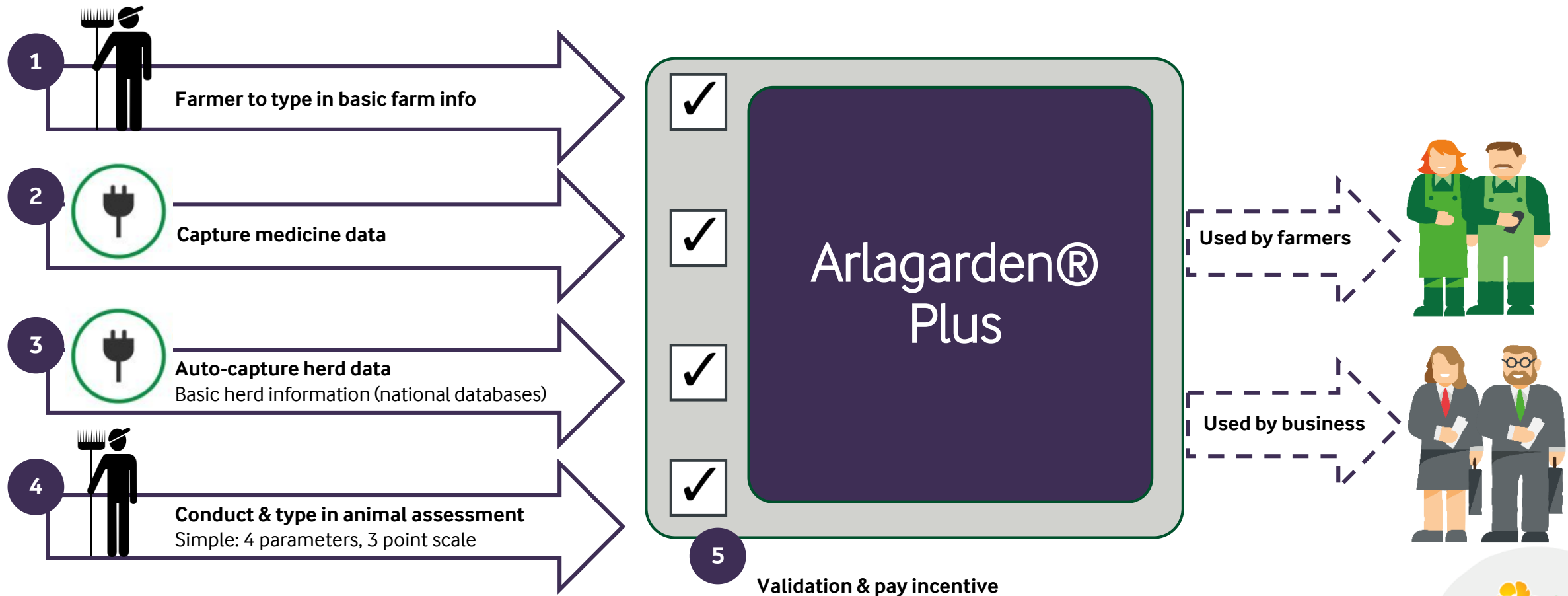
NATURE

Protect and promote nature and biodiversity



Launching global database

Implementation started October 2017







Dairy as part of a sustainable diet :

Animal welfare

Minimize environmental impact

Maximize ecosystem services

**Upgrading inedible resources to human edible,
high quality protein**

**Research to evaluate environmental impact
based on nutritional quality**

Thank you for your attention

For more information please contact:
Hanne Bang Bligaard
habli@arlafoods.com