

GLOBAL DAIRY PLATFORM

KEY ACHIEVEMENTS 2020



GLOBAL DAIRY PLATFORM

GDP Focus Areas

- 1) GALVANIZE THE SECTOR TO TELL THE DAIRY STORY
- 2) ENGAGE WITH THE UNITED NATIONS
- 3) ENCOURAGE THE APPROPRIATE INTAKE OF NUTRIENT-RICH DAIRY
- 4) SHOW DAIRY IS RESPONSIBLE AND SUSTAINABLE
- 5) DEMONSTRATE HOW DAIRY TRANSFORMS LIVELIHOODS

Introduction

None of us could have predicted the incredible disruption COVID-19 would have on our business and personal lives in 2020. With the help of our governance groups, membership and network of partnering organizations, Global Dairy Platform (GDP) was able to rapidly adapt to this new environment.

Despite the challenges, we found new ways to meet our objectives and we are proud of the work GDP has accomplished on behalf of the global dairy sector during this difficult year.

The support GDP is building globally is helping to pave the way for success at the local, regional and national levels.

GALVANIZE THE SECTOR TO TELL THE DAIRY STORY

GDP drives marketing and communication collaboration to positively position dairy as a global leader in responsible and sustainable food systems.



GDP/IMP Global Marketing Meeting | More than 90 dairy sector marketing and communications professionals from around the world met online May 4-5 for the 11th Annual GDP/IMP Marketing Communications Meeting. The theme was “Dairy’s Role in a Responsible and Sustainable Food System,” and speakers included:

- Dr. Frank Mitloehner, Professor at the University of California, Davis. He spoke on facts and fiction with regards to the environmental impact of livestock.
- Dr. Frédéric Leroy, Professor at Vrije Universiteit in Brussels. He presented the social and nutritional aspects of sustainability in livestock agriculture.
- Fritz Schneider, Chair of the United Nation’s (UN) Global Agenda for Sustainable Livestock (GASL). He shared his views on how the dairy sector can proactively build the evidence for sustainability and have a stronger voice at intergovernmental forums.



Attendees agreed the sector must be more proactive to ensure dairy is included in discussions about future food systems. A number of actions were taken as a result of the meeting, including the fact that key speaker insights were incorporated into sector messaging.

[Watch May 4 Video](#)
[Watch May 5 Video](#)

Enjoy Dairy Rally and World Milk Day 2020 | World Milk Day was established by the Food and Agriculture Organization (FAO) of the UN in 2001 to recognize the importance of milk as a global food. This year was the 20th Anniversary and the global dairy sector was proudly celebrated, starting with the Enjoy Dairy Rally May 29-31, culminating in World Milk Day June 1. The Enjoy Dairy Rally, focusing on the themes of Nutrition, Community and Enjoyment, was held for the second consecutive year and helped create a four-day promotional campaign for the sector.

The intent had been to focus on dairy’s role in a responsible and sustainable food system. But given COVID-19, content instead emphasized health/nutrition, affordability and accessibility, and the sector’s passion and commitment to feeding our communities. GDP distributed an activation guide in advance, which contained everything the sector needed to participate. It included downloadable assets, sample copy for various social media platforms (Facebook, LinkedIn, Instagram, Twitter) and a variety of message options.

More than 100 countries around the world took part in World Milk Day activity, from Albania to Zimbabwe. Total impressions increased more than 25% over last year to 842 million, and positive/neutral sentiment grew to 97.5% (up from 96% last year). Negative posts decreased to 2.5% (down from 4% in 2019).

[View Results](#)



GDP Annual Meeting | Nearly 250 dairy sector executives from around the world attended GDP’s 2020 Annual Meeting September 24. The virtual meeting, held twice in order to accommodate a variety of time zones, was themed “Dairy’s Role in a Resilient and Sustainable Food System.”



The keynote speaker was Mr. QU Dongyu, Director-General of FAO, who spoke about dairy’s importance in a sustainable food system and how the sector can contribute toward the Sustainable Development Goals (SDG’s). “The dairy sector plays a critical role in sustainable food systems and can contribute directly and indirectly to all the SDG’s,” he said. “Milk and milk products are an essential component of nutritious, healthy and diverse diets and are key to the livelihoods of millions of farmers.”

[Read FAO DG’s Comments](#)
[Watch Meeting Video](#)

Webinars on Dairy’s Role in Sustainable Food Systems | In light of the upcoming UN Food Systems Summit in 2021, GDP conducted a series of webinars on the importance and value of dairy in the future of food.

On August 26, GDP, in collaboration with the U.S. Dairy Export Council (USDEC) and the National Milk Producers Federation (NMPF), conducted a webinar for the Inter-American Institute for Cooperation on Agriculture (IICA). Entitled “Dairy’s Role in a Responsible and Sustainable Food System,” the webinar was attended by more than 500 government officials, industry representatives, farmers, academics, civil society and media from IICA member countries. IICA supports agriculture development and rural well-being throughout the Americas and is made up of 34 member states.

Opening speakers included IICA Director General Manuel Otero; Rick Smith, Chair of GDP and President and Chief Executive Officer of Dairy Farmers of America; and Tom Vilsack, USDEC President and CEO and former U.S. Secretary of Agriculture. The webinar featured four presentations, including:

- Dairy’s Nutrition and Health Benefits: Dr. Mitch Kanter, GDP Technical Director
- Dairy and Environmental Sustainability: Brian Lindsay, GDP Sector Lead for Sustainability, and Dr. Mitloehner, Professor at the University of California, Davis
- Dairy’s Role in Socio-Economic Development: Ernesto Reyes, GDP Sector Lead for Dairy Development
- Animal Care: Emily Yeiser Stepp, NMPF Vice President, Farmers Assuring Responsible Management; and Dr. Jamie Jonker, NMPF Vice President, Sustainability and Scientific Affairs

[Watch Webinar](#)

On October 13, GDP held a webinar for its members entitled, “The Future of Sustainable Food Systems: Where Does Livestock Fit In?” The webinar featured four expert speakers, including:

- Hayden Montgomery, Special Representative for the Global Research Alliance on Agricultural Greenhouse Gases (GRA)
- Dr. Sylvia Chungchunlam, Massey University in New Zealand
- Dr. Paul Moughan, Massey University in New Zealand
- Brian Lindsay, GDP Sector Lead for Sustainability

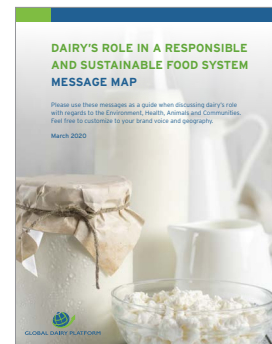
[Watch Webinar](#)



Environmental Sustainability Communications | This work program features a global team of marketers and communicators with commercial dairy companies and dairy associations who have been working to translate evidence that dairy is part of the solution to limit climate change. Together, they developed a message map for the sector to utilize when discussing dairy's role with regards to the environment, health, communities and animal care.

In December, the team issued an update to the map that included new messaging with regards to immunity, resilient and equitable food systems, the short-lived nature of methane, and how improved animal health may decrease GHG emissions.

[View Message Map](#)



Dairy Search Project | No matter where you are or what language you speak, search engines like Google remain a primary way for customers and stakeholders to learn more about dairy. Each month, Google receives an average of 167 billion searches, with the first page capturing approximately 92 percent of the traffic. This makes it critical for the sector to work together to capture the top positions in popular search engines to positively tell dairy's story.

Over the past two years, GDP has worked with several dairy companies and industry organizations across the world to pilot strategies to improve search engine optimization. These pilots have proven successful and show that the sector can influence search rankings no matter what level of investment, big or small.

A guide was created using English language examples (the dominant search language globally) to help the dairy sector improve search results. The guide includes:

- An overview of search engine optimization and how it works
- Case studies of countries and organizations that have piloted successful programs to improve rankings
- Suggested steps to help focus on improving rankings specifically for dairy's role in climate and sustainability

A survey conducted by GDP found that the dairy sector is increasingly embracing and investing in search as an important marketing communications tool.

[Read Guide](#)



ENGAGEMENT WITH THE UNITED NATIONS

GDP engages with the UN, its agencies and Country Missions to ensure that the dairy sector is represented during important discussions related to climate change, economic development, food security, nutrition, agriculture and more.



Dairy Ambassador Network | GDP Dairy Ambassadors are 18 senior leaders who represent the dairy sector at UN meetings and events. They serve as advocates and share dairy's contributions during key UN discussions related to the environment, agriculture, health, nutrition and the SDG's. Although a number of UN events were postponed due to COVID-19, the Ambassadors represented dairy at virtual events, including the 27th Session of the Committee on Agriculture (COAG) and the Committee on World Food Security (CFS) meeting. The group also received training from GDP regarding engagement in the events leading up to and including the UN Food Systems Summit 2021.



GASL | Founded by FAO, GASL is a partnership of livestock sector stakeholders committed to sustainable development. It held a series of online meetings to explore the impact of COVID-19, and the role livestock must play in creating a more sustainable food system. "From Crisis to Action: Lessons from COVID-19 for Building a Better Future through Sustainable Livestock" featured six regional preparatory meetings August 31 - September 15, and a global multi-stakeholder meeting September 14-18.



The regional meetings assessed the local impact of COVID-19 on food and nutrition security, livelihoods and economic growth, animal health and welfare, and climate and resource use. They also identified short-, medium- and long-term options on how the livestock sector can improve its response in the future. GDP is on the GASL Guiding Group and Executive Director Donald Moore hosted the preparatory meeting for the North America region September 2.

During the global meeting, attendees assessed the diversity of opportunities and challenges from COVID-19 and strategized how the livestock sector can develop more sustainable food systems and stronger food security outcomes.

[Learn More](#)

COAG | One of FAO's governing bodies, COAG provides overall policy and regulatory guidance on issues relating to agriculture, livestock, food safety, nutrition, rural development and natural resource management. It has more than 100 Member Nations and generally meets every two years. This year's meetings were themed, "Sustainable Livestock for SDGs," and were held virtually September 28 - October 2.



GDP received a special invitation to attend as an observer, and the FAO Director-General cited GDP in his opening comments. "Just last week I stressed this point in the keynote address I delivered to the Annual Global Dairy Platform Meeting," Mr. QU Dongyu said. "I emphasized our willingness to strengthen and deepen the engagement with the private sector, through mutually beneficial collaboration at the country level to better support our Members in reaching the Sustainable Development Goals."

In addition, GDP organized two briefings for Ambassadors to Rome prior to the meetings: "Advancing the Global Agenda for Sustainable Livestock" and "Dairy in the Global Food System."

The report issued following the meeting was positive towards livestock, noting "The Committee acknowledged the importance of the livestock sector and its role in achieving the Sustainable Development Goals and in particular its linkages to food security, sustainable food systems, nutrition, healthy diets, improved livelihoods and poverty eradication, animal health and welfare, the One Health approach, natural resources and climate change ..."

[Read Meeting Report](#)

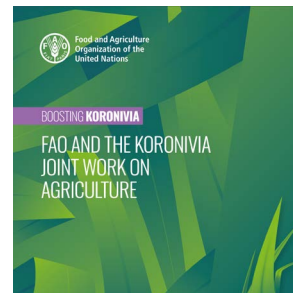
CFS | GDP attended a CFS high-level special event in October, "Strengthening Global Governance of Food Security and Nutrition." GDP partnered with the Grain and Feed Trade Association to promote the resilience of trade at a virtual side event October 14. The event, themed "The Important Role of Trade in Promoting Resilience in our Global Food Systems," featured Secretary Vilsack as a panelist. The panel discussed the positive role trade plays in providing nutrition and farmer livelihoods, as well as the challenges COVID-19 has created with regards to supply chains.



CFS is a UN agency focused on ensuring food security and nutrition.

UN Climate Change Dialogues & the Koronivia Joint Work on Agriculture

GDP participated in a series of online events about agriculture, biodiversity and sustainable food systems November 24 - December 3. The dialogues offered an opportunity for countries and other stakeholders to exchange views and share information. GDP was selected to give a presentation on improved livestock management systems, encouraging knowledge exchange and collaboration with business.



[View Presentation](#)

UN Food Systems Summit 2021 | Convened by the UN Secretary-General, this summit promises to "launch bold new actions to transform the way the world produces and consumes food, delivering progress on all 17 Sustainable Development Goals." GDP is collaborating with the International Dairy Federation (IDF) to ensure the global dairy sector is well represented in the events leading up to and including the summit.

GDP has developed dairy messaging for each of the five action tracks and is providing training to the 300 people around the world who are currently social media mobilizers for World Milk Day. This group is engaging on behalf of dairy in online discussions related to the summit. GDP is also activating staff, Sector Leads and its Dairy Ambassador network for summit activities.

GDP has been appointed to the Private Sector Guiding Group for the summit.

[Learn More](#)



Food Systems Summit 2021

ENCOURAGE APPROPRIATE INTAKE OF NUTRIENT-RICH DAIRY

GDP works to shape the dialogue surrounding global sustainable food systems and diets, as well as advance dairy's protein advantage.



CFS Voluntary Guidelines on Food Systems and Nutrition | Working with the Private Sector Mechanism, GDP has been involved in the development and negotiations of the CFS voluntary guidelines on food systems and nutrition for the last two years. The guidelines are intended as a reference document for governments and other stakeholders regarding policies, investments and institutional arrangements for addressing the key causes of malnutrition. GDP and IDF have been emphasizing science-based evidence, the importance of livestock in sustainable food systems and dairy's role in a healthy diet throughout the process, which is expected to be completed early in 2021.



Protein Quality | GDP and IDF have been leading a global, multi-center research effort to develop a method that more accurately rates the quality of protein-containing foods. Project Proteos, sponsored by more than a dozen companies and organizations in the animal- and plant-based nutrition industries, is developing a data set to support the adoption of the Digestible Indispensable Amino Acid Score (DIAAS). DIAAS has been cited by global agencies like FAO as the most biologically accurate way to measure protein quality. The research also highlights the importance of high-protein quality foods like dairy in global health and nutrition. Phase 1 (method development) is complete and the data have been published in a scientific journal.



Read Research

Phase 2, which includes building a data set of 100 foods, is underway now and will run from 2020 - 2022.

Dairy Research Consortium (DRC) | GDP is the secretariat for the DRC, a group of nutrition science experts representing dairy organizations in six countries. They meet quarterly to discuss research and nutrition science issues impacting the sector. DRC collaborates on pre-competitive research around four strategic pillars: milkfat, protein, bone health and sustainability.



R&D Tech Directors | For the last two years, GDP has been coordinating the pre-competitive collaboration of research and development leaders from seven of the leading commercial dairy companies located in Europe, North America, Oceania and Japan. The group meets quarterly to discuss technical issues impacting the sector.



A World Without Cows | An article written by GDP's Dr. Mitch Kanter was published in the November/December 2020 issue of Nutrition Today, a peer-reviewed journal of the American Society for Nutrition. The article, "A World Without Cows," examines what would happen if cows no longer inhabited the earth, while exploring the intended and unintended consequences of such an occurrence. GDP is developing a presentation based on the article that can be delivered to lay and technical audiences in 2021.

Read Article



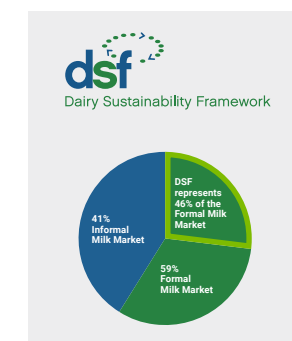
SHOW DAIRY IS RESPONSIBLE AND SUSTAINABLE

GDP has a number of work streams to demonstrate that the dairy sector is committed to producing nutritious foods in environmentally sound and responsible ways.

Dairy Sustainability Framework (DSF) | Chaired by GDP, DSF aligns, connects and tracks the sustainability progress of approximately 30% of global milk production. In 2020, DSF announced the first two years of reporting results (2018-2019) across 11 environmental, economic and social sustainability criteria.

The process by which DSF manages and calculates the data is audited by the University of Nottingham in the U.K. Over the last two years there have been increases in both prioritization and reporting efforts, along with improved data control and quality. Progress will be reported annually moving forward.

View Results



Global Warming Potential of Methane | A review of new research suggests the climate impact of methane is not accurately reflected because current metrics don't recognize that it breaks down in the atmosphere over the course of 12 years. Other greenhouse gases (GHG's), such as carbon dioxide released from the burning of fossil fuels, can remain in the atmosphere for hundreds of years.

The research review, commissioned by GDP and other farming, academic, and non-governmental organizations, examined Global Warming Potential* (GWP*), a new method for determining the warming impact of methane. GWP* was developed by a global group of climate scientists with leading authors from the University of Oxford in the United Kingdom.

The next step in the research is to conduct scenario modeling and examine policy implications to ensure the sector is focused on actions that deliver the best possible mitigation outcomes.

Read Report



Cattle Health and GHG emissions | GDP, in partnership with DSF and GRA, completed a research project that found improved cattle health can reduce GHG emissions. The research, which was conducted in Chile, Kenya and the United Kingdom, explored the effect of proactive animal health management on reducing GHG's, along with the positive economic impact these animal health improvements have on farmers.

Read Report



DSF Pilots in Asia and Africa | As part of a two-year grant from the International Fund for Agricultural Development (IFAD), GDP is helping two countries in Asia and two countries in Africa develop sustainability pilots. Kenya and India will conduct regional trials to help develop a sustainability program for their dairy sectors, while Rwanda and Vietnam will conduct materiality assessments. Once the pilots are operational in 2021, GDP will be able to include this data in DSF reporting for the global dairy sector.



Net Zero, Pathways to Low-Carbon Dairy | This new initiative will encourage the sector to take more aggressive climate action by creating pathways that reduce dairy's global carbon emissions by 2050. The concept has been well-received by FAO, who wants to work with GDP on this multi-stakeholder effort. A technical feasibility/proof-of-concept is in development, with the intention to launch the program in advance of the UN Food Systems Summit 2021 and the 26th UN Climate Change Conference of the Parties.



DEMONSTRATE HOW DAIRY TRANSFORMS LIVELIHOODS

Dairy creates strong, resilient and enduring economies. GDP is advancing the role of dairy in creating a sustainable future for everyone.



Hunger Paper | In conjunction with FAO, GASL and the IFCN Dairy Network, GDP published the second research paper in a series on how dairy can help with socio-economic challenges. The paper, “Dairy’s Impact on Reducing Global Hunger,” demonstrates the role dairying plays in tackling SDG2 - Zero Hunger. It provides quantitative evidence of how dairy reduces the adverse consequences of malnutrition such as stunting and wasting.

[Read Research Summary](#)

[Read Full Report](#)

The first research paper in the series, “Dairy Development’s Impact on Poverty Reduction,” examines how dairy can lift rural families and communities out of poverty.

[Read Research Summary](#)

[Read Full Report](#)

GDP has begun work on a third paper in the series, which investigates improving gender equality and youth access to employment through dairy. That paper is expected to be published in 2021.

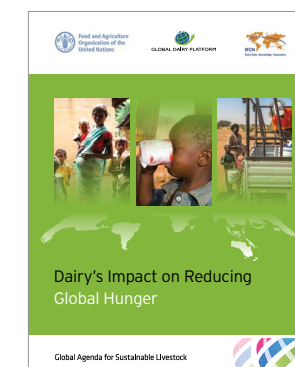
Dairy Impact Methodology (DIM) | GDP is leading the development of DIM to measure the socio-economic impact of dairy, both in established dairy sectors and in developing regions. This is important because livestock’s contributions to socio-economic development are often undervalued by governmental and intergovernmental organizations. The work will result in a toolkit and a set of methodologies, which are currently being piloted. A report will be published in 2021 that provides an assessment of the impact dairy has in more than 100 countries. This will be followed by detailed reviews of five countries, including Rwanda, Kenya, India, Vietnam and the United States.

In addition to GDP, the DIM team includes FAO, GASL, IFAD, IFCN Dairy Network, International Livestock Research Institute and National Dairy Development Board India.

Dairy Nourishes Africa (DNA) | GDP created DNA to demonstrate the positive impact the global dairy sector can have in helping to solve some of the world’s greatest challenges. DNA is a true public-private partnership that incorporates a full value chain approach, where farmer-allied dairy processors are the linchpin for driving transformational improvement. It connects existing local, underutilized, undervalued and inefficient resources with the expertise and experience of the global dairy sector to deliver impactful economic, environmental and societal change.

DNA showcases the power of the dairy food system to deliver the SDG’s by creating equitable, resilient, sustainable, replicable business models that provide essential nutrition and local empowerment where it is most needed. The project is delivering results in Tanzania and is expanding into other East African countries.

[Learn More and Get Involved](#)



di^m
dairy impact
methodology

**DAIRY
NOURISHES
AFRICA**

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GLOBAL DAIRY PLATFORM is a not-for-profit industry association representing the global dairy sector. GDP membership, which includes more than 95 leading corporations, companies, associations, scientific bodies and other partners, has operations in more than 150 countries and collectively produces a third of all the world's milk.

GDP would like to thank all our members for their role in the progress that has been made for the dairy sector in 2020.



GLOBAL DAIRY PLATFORM