

# CSR – MÆLK OG MILJØ

## Rotterdam - Deklarationen

**Både forpligter og positionerer mejeriindustrien i løsningen af klodens udfordringer**

**Jørgen Hald Christensen  
CEO  
Danish Dairy Board**

**Mejeriteknisk Selskab  
25. 01.2018**





- Al aktivitet / produktion har en indvirkning på miljøet

# livestock's long shadow

environmental issues and options



# Denmark – A Dairy Nation



- **150 years experience**
- **Export to 150 countries**



# SUSTAINABILITY



CO2 ?



CO2 ?



CO2 ?

# SUSTAINABILITY



CO2 ?

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CO2 ?



# Sustainability







## THE DAIRY DECLARATION OF ROTTERDAM

### The dairy community accepts sustainability challenge

We, representatives of the one billion person global dairy community, gathered in Rotterdam at the World Dairy Summit, are committed to the sustainable development of the dairy sector to generate widespread benefits for people and the planet.

We recognize:

- the UN 2030 Agenda for Sustainable Development as the overarching framework that guides our actions towards sustainable development from a social, environmental, economic and health perspective;
- the vital role of dairy for food security and poverty reduction and the important livelihood and development opportunities for family farmers, small holders and pastoralists;
- the critical contribution the dairy sector makes to Sustainable Development, including:
  - the essential role of dairy products for balanced, nutritious and healthy diets;
  - the major contribution that dairy makes to countries' economies, income, employment and livelihood
  - the key function of the dairy sector in the management of terrestrial ecosystems and the need to address environmental degradation and climate change, and to support biodiversity;
- the diversity of dairy production systems and dairy breeds, contexts and priorities;
- the need for continuous and open dialogue and joint actions at all levels.

We agree to:

- Take an integrated approach to promote the sustainability of dairy systems, jointly taking into consideration social, economic, health and environmental dimensions;
- Give particular attention to the needs of family farmers, small holders and pastoralists;
- Build, implement and disseminate tools and guidelines to facilitate the identification and adoption of sustainable practices in the dairy sector;
- Build capacity in support of sustainable practices and provide enabling conditions;
- Measure and report on sustainability outcomes.
- Strengthen multi-stakeholder dialogue for consensus building, reviewing progress and continuous improvement.

Rotterdam, 19 October 2016

Jeremy Hill,  
President, International Dairy Federation aisbl

Ren Wang,  
Assistant Director General, Food and Agricultural  
Organisation of the United Nations

## One billion people

Recognize:

- UN 2030 Agenda – social, environmental, economic and Health
- Vital role of dairy – food security, poverty reduction....
- Critical contribution – healthy diets, economics, employment, ecosystems
- Diversity of dairy production
- Dialog



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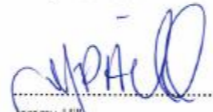
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Agree to

Integrated approach – social,  
economic, health and environment

Family farmers, small holders...

Build tools – sustainable practises

Build capacity in support of sus.  
Practises

Measure and report outcomes

Strengthen multi-stakeholder dialog



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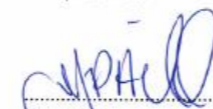
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# The Global Dairy Sector: Facts

- **Milk is one of most produced and valuable agricultural commodities worldwide.**
- **Milk is a local commodity.**
- **Milk is a global commodity.**
- **The dairy sector is growing fast**
- **The dairy sector is heterogeneous.**
- **Dairy animals are a popular asset in rural areas.**

- **Dairy animals support livelihoods**
- **Dairy products are key to nutrition and health.**
- **Milk production supports women empowerment.**
- **The dairy industry creates jobs.**
- **The dairy industry has a role in public health.**
- **The dairy industry relies on natural resources such as land water, nutrients and energy.**
- **The dairy herd contributes to greenhouse gas emissions**


# Sustainability





## **Dairy can contribute to achieve several SDGs, including:**

- **End poverty (SDG1)**
- **End hunger and achieve food security (SDG2)**
- **Contribute to healthy lives (SDG3)**
- **Achieve gender equality (SDG5)**
- **Sustainable management of water and sanitation (SDG 6)**
- **Full and productive employment and decent work for all (SDG 8)**
- **Reduce inequality (SDG10)**
- **Promote sustainable consumption and production patterns (SDG 12),**
- **Combat climate change (SDG13),**
- **Protect and restore terrestrial ecosystems including biodiversity (SDG 15)**
- **Partnerships for the Goals (SDG 17)**



Tilblivelse - underskrivning  
Tilslutning  
Implementering  
Rapportering



# Sustainability



**Food and Agriculture Organization of the United Nations**

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*Ren Wang*  
Assistant Director General, Food and Agricultural Organization of the United Nations



**eda Dairy Sustainability Synopsis** November 2017 DRAFT

The European dairy sector is continuously working on improving and implementing the three main pillars of sustainability: Environmental, Environmental, Economic and social sustainability. It is committed to reference in the dairy sector of the European dairy industry as a contribution to being the world with a sustainable and resilient path.

**Environment**

Dairy is an important sector for climate and the environment. It is proud to highlight the relevance of dairy in the wider context of environmental action - including climate, but looking to the broader picture with water and soil issues, biodiversity and animal welfare.

**Nutrition**

The nutritional benefits of dairy are widely highlighted by many examples, especially the EU National Food Intake Survey and the world's plans to address dairy recommendations. All age groups should be getting dairy between 2 and 4 times a day and each can choose what products suit him best.

**Society**

The world's milk sector is a vital sector, especially dairy with geographical challenges as mountains, hills and arid areas to reach mountain but not get enough highlights. Without dairy many rural areas would lose any economic value - the animals and the rural processing industry generates jobs, education and health infrastructure in many villages and plains in the EU.

Environment	Nutrition	Society
<b>What we want to see</b> <ul style="list-style-type: none"> <li>1. Absolute stability and continuous growth of the dairy sector</li> <li>2. Sustainable and efficient production systems</li> <li>3. Continuous innovation and investment in the dairy sector</li> <li>4. High standards for animal welfare and food safety</li> <li>5. High standards for environmental protection</li> </ul>	<b>What we want to see</b> <ul style="list-style-type: none"> <li>1. Play a role in a healthy and balanced diet</li> <li>2. Contribute to a nutritious diet</li> <li>3. Meet the nutritional needs of the future</li> </ul>	<b>What we want to see</b> <ul style="list-style-type: none"> <li>1. Continued innovation in the economic and social aspects of the dairy sector</li> <li>2. Ensure fair trading conditions and standards of production</li> <li>3. Support the development of the dairy sector</li> </ul>
<b>What we are</b> <ul style="list-style-type: none"> <li>1. Dairy products are already highly nutritious and healthy</li> <li>2. Dairy products are an effective and efficient source of protein and other nutrients</li> <li>3. Dairy products are a source of essential nutrients, such as calcium, phosphorus and potassium</li> <li>4. Dairy products are a source of essential nutrients, such as calcium, phosphorus and potassium</li> </ul>	<b>What we are</b> <ul style="list-style-type: none"> <li>1. Dairy products are able to contribute to the development of a healthy diet</li> <li>2. Dairy products are a source of essential nutrients, such as calcium, phosphorus and potassium</li> <li>3. Dairy products are a source of essential nutrients, such as calcium, phosphorus and potassium</li> </ul>	<b>What we are</b> <ul style="list-style-type: none"> <li>1. Dairy products contribute to the development of a healthy diet</li> <li>2. Dairy products are a source of essential nutrients, such as calcium, phosphorus and potassium</li> <li>3. Dairy products are a source of essential nutrients, such as calcium, phosphorus and potassium</li> </ul>



**Strategihuset 2018**

**Vision:**  
Vi vil være anerkendt for at sikre mejeribrugets viden, rammevilkår, vækst og accept

**Strategiske ambitioner:**

- ✓ 90% af danskerne har en positiv holdning til mejeriprodukter
- ✓ Sikre mejeribrugets rammer til vækst og værdiskabelse
- ✓ Mejerisektoren (MF, LF) opleves som en stærk samarbejdspartner

Marked og kommunikation	Interessevaretagelse	Medlemservice
<ul style="list-style-type: none"> <li>Styrke forbrugernes holdning til mejeriprodukter</li> <li>Styrke forbrugernes holdning til og forbrug af mejeriprodukter</li> <li>Sikre rekruttering af fremtidens forbrugere</li> <li>Udvikle mejerikategorierne til en ny og stærkere position</li> <li>Sikre mejerikategorierne fokus i detailhandlen og foodservice</li> <li>Italesætte bæredygtighedsbegrebet overfor forbrugere</li> <li>Styrke presse- og mediedebatten for mejerisektoren</li> </ul>	<ul style="list-style-type: none"> <li>Arbejde for rammer der giver mulighed for vækst og værdiskabelse</li> <li>Sikre mejeribrugets indflydelse på bæredygtighedsdefinitionen</li> <li>Positionere mejeribranchen positivt i bæredygtighedsdebatten</li> <li>Styrke den handelspolitiske indsats og lette markedsforholdene</li> <li>Styrke samarbejdet mellem nationalt og internationalt</li> <li>Tydeliggøre, beskytte og italesætte mejeribrugets synspunkter</li> </ul>	<ul style="list-style-type: none"> <li>Sikre mejerikompetencer i Mejerisektorens stabsfunktioner</li> <li>Forstærk udbydere og udvikle branchespecifikke services</li> <li>Etablere Task Forces til støtte for mejerierne især fødevarerindsats, myndighedsrelationer og kvalitet</li> <li>Arbejde med uddannelse og rekruttering af mejeritilgængelige til branchen</li> <li>Udvikle branchens arrangementer og events</li> <li>Varetagelse af medlemmernes interesser i mejeriforbruget</li> <li>Styrke kommunikationsindsatsen</li> </ul>

**Mission:** Mejerisektorens mission er at udvikle rammevilkårene for dansk mejeribrug, for derved at styrke udviklingsmulighederne og værdiskabelsen nationalt og internationalt for vores medlemmer

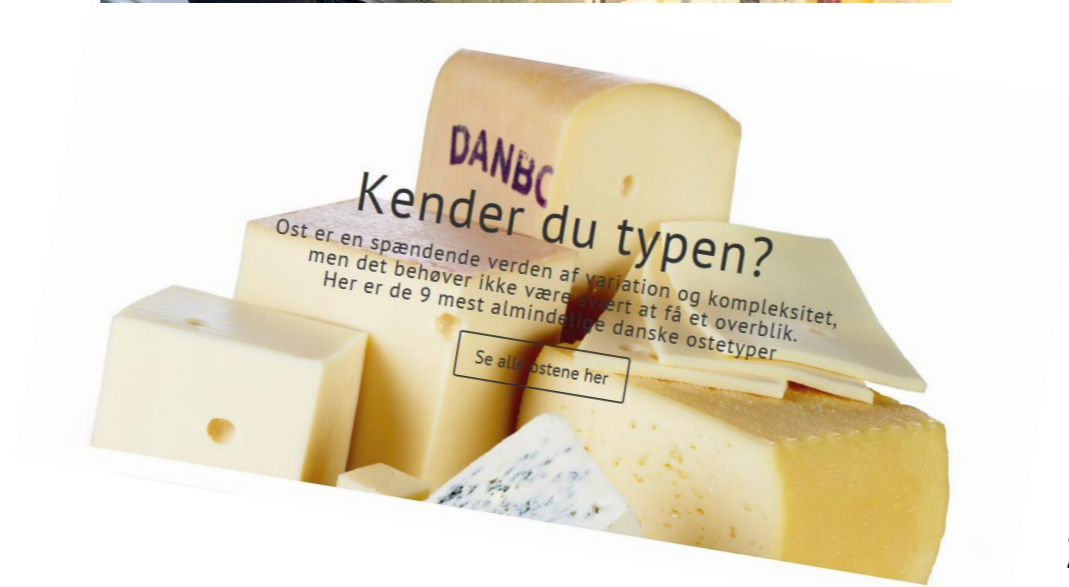
**Viden – Fællesskab – Indflydelse**



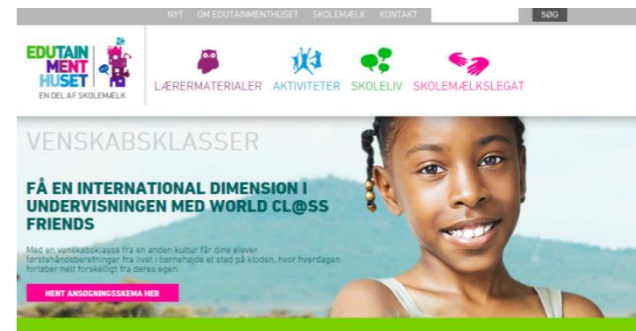
## Animal welfare



## Milk and dairy as a healthy and tasty food – in a sustainable diet



# ..... ALSO FOR FUTURE GENERATIONS- KINDERGARDENS - SCHOOLMILK



Forord af  
Undervisningsministeren  
Ellen Thrane Nørby

Nyt spændende undervisningsmateriale fra Skolemælk til 0-3.klasse.

## TAG KLASSEN PÅ MISSION I KROPPEN MED MÆLKEMISSIONEN

Lad dine elever tage på en forunderlig rejse i 2014-15. Lad dem opleve kroppen og lærer i 4 små undervisningsmateriale fra Læreren Christen Benn. Lær om kroppen og arbejder med krop og hjerte, muskler, mave og blodårer. Og lad eleverne arbejde med skemaer til at undersøge, forsøg, lege og udfordringer til 0-3. klasse.

**VIND 4 X 1.000,- KR. TIL KLASSETUR**  
Tilmeld din klasse allerede nu på [edutainmenthuset.dk](http://edutainmenthuset.dk). Alle klasser tilmelder Mælkekommissionen gennem lørdag den 30. oktober 2014 deltagere udstemelse i lodtrækningen om 4 x 1.000,- kr. Vindtilfældigt udtrækkes i 2015.

**Mælkekommissionen**  
Få mere information på [edutainmenthuset.dk](http://edutainmenthuset.dk). Der er ca. 10-15 minutters arbejde. For børn i 0-3. klasse i forbindelse med forsøg og lege til i skolelaboratorier.

Spis og lær om kroppen  
4 undervisningsmateriale med Læreren Christen Benn  
Forsøg med mælk  
Info til elever

Tilmeld din klasse på [edutainmenthuset.dk](http://edutainmenthuset.dk)

## MIT SKOLEBARN

Skolestart er en værdifuld begivenhed for både barnet og familien. Det er derfor vigtigt, at den nye periode af livet får en god begyndelse, og en god start på livet som skolebarn involverer - ud over en god skole - både barnets parathed, forældrenes krav og forventninger, samværsformer i familien, madvaner, søvn, fysisk aktivitet, trafikikkerhed o.a.

'Mit barn skal i skole' er en forældrehåndbog, der behandler en lang række relevante emner, der gør sig gældende for skolestarten og skolelivet. Her på denne side kan du dykke ned i mange af bogens artikler og læse om venskab, mobning, madpakken, mobiltelefonen, børns læring o.a.

- Kostråd - Børnehaver
- Mit Barn Skal i Skole
- Mælkekommissionen 2
- Skolemælk.dk
- Edutainmenthuset.dk
- Forældrepanel
- Madpakke dysten
- Sund skole
- Venskabsklasser







 **Mælk** er for **livet**  
-et glas om dagen



**Thank You for Your Attention**