

DCNI Quarterly

July 2022



FOREWORD

Welcome to the first edition of DCNI Quarterly, the Dairy Council for Northern Ireland's new quarterly e-zine. Here we will keep you up to date on the latest industry developments and our activities.

Our work is wide ranging, from lobbying to influencing government policy locally to marketing dairy products across the globe. Whether communicating the importance of milk and dairy foods in a healthy, sustainable diet or providing sustainable farming resources for CCEA's GCSE in Agriculture and Land Use, our purpose is singular: to support the Northern Ireland dairy industry.

In this newsletter you can read why undertaking carbon benchmarking is important, and how you can go about it.

Our focus is also on ensuring that Northern Ireland dairy is sought after not just locally, but in key international markets in the Middle East and Asia and we are currently in the final year of a three-year export marketing programme. This activity, along with a joint programme that runs through the European Milk Forum to promote the dairy industry's sustainability, is made possible by funding, at 80%, that we have secured from the European Union.

I hope you enjoy this first issue of our magazine.

Dr Mike Johnston MBE

Chief Executive,
Dairy Council for
Northern Ireland



Carbon Audits

If you don't measure, you can't manage

It is a well-used business phrase that the customer is King, and equally true that if a business cannot provide what a customer wants, its competitors will step in.

Even though customers, consumers and suppliers are dealing with the massive challenges of cost inflation, there is no let-up in the requirements of our customers for our dairy companies to demonstrate what our supply chain is doing to reduce its carbon footprint.

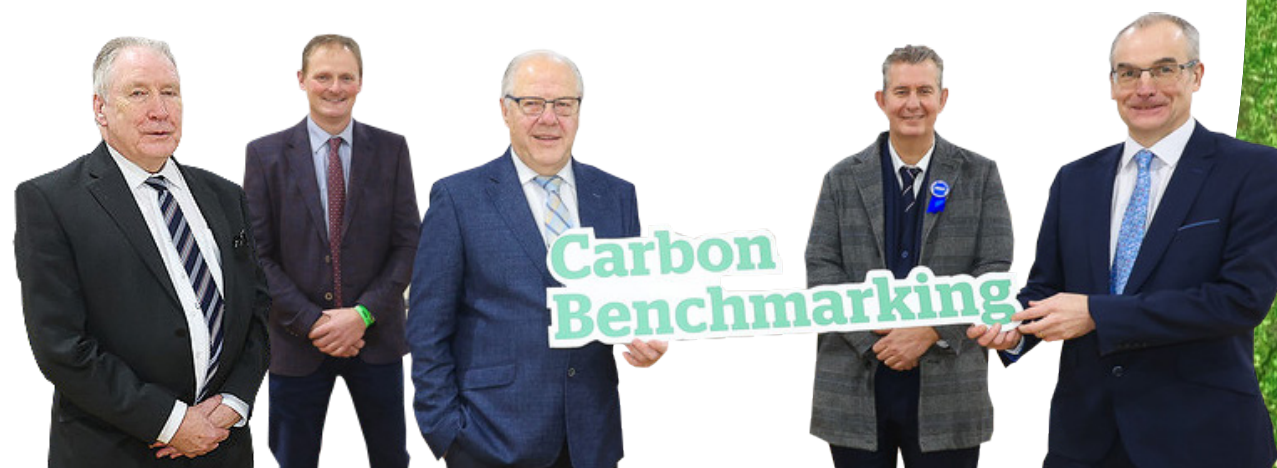
It is therefore more important than ever to collect and analyse data on emissions on dairy farms, so that we can demonstrate to our customers that we are proactively addressing the issue of emissions. To support in this, carbon benchmarks are being undertaken by CAFRE in partnership with the Dairy Council for Northern Ireland, and are being offered, free of charge, to all farming businesses in the dairy business development groups.

All information submitted will remain confidential and in the ownership and control of each farming business.

From start to finish, the farmer is in total control of the audit data. Each set of results will be provided only to the farming business and the CAFRE adviser – no-one else.

Following the carbon audit, a business can share this information with their processor, or any other business adviser, should they choose to do so. The summary data, which is anonymised and analysed for the whole of Northern Ireland and for each milk pool, will be shared by CAFRE with the Dairy Council and the respective dairy companies.

If you are interested in a carbon audit contact kt.admin@daera-ni.gov.uk with subject 'Carbon Benchmarking' and FAO Don Morrow. If you have any further queries, please speak to your CAFRE adviser or processor representative.



NI Protocol

As we go to print with our first edition, in recent months political activity at Stormont, Westminster and Brussels on the Protocol has been intense.

Scrapping it entirely is not on the agenda but "revised" arrangements are being discussed and while there seems to be little prospect of an imminent deal, negotiations are likely to run in parallel with Liz Truss' legislation passing through Parliament. As political debate rages on, the Protocol, although imperfect, continues to be beneficial to Northern Ireland dairy sector, allowing trade flows to continue. In this and other matters related to Brexit, the Dairy Council has a place at the table with seats on two crucial bodies. Along with 14 other business organisations we sit on the NI Business Brexit Working Group (NIBBWG) representing the interests of farmers and the industry as a whole. As a member of the UK's Domestic Advisory Group, Dairy Council is among many well-respected groups and organisations including the British International Freight Association and the British Pharmaceutical Industry, representing to UK Government the views of those most affected by the UK - EU Trade and Co-operation.

Putting Northern Ireland Dairy on the World Stage

As the world continues to reopen, we are on the road again promoting the quality of NI dairy on the world stage, resuming our current three-year marketing programme in the Middle East.

This programme, which is 80% funded by the EU, enabled us to have a stand at Gulf Food in February and to support participation by dairy company staff. The programme will continue with an outward mission for dairy company staff, followed by an inward visit in early August when buyers from countries across the region will have the opportunity to walk the Northern Ireland supply chain.

During their visit, they will be briefed on the range of high EU standards that govern the operation of the Northern Ireland dairy industry, and how these are monitored by agencies such as the Food Standards Agency (FSA) and DAERA. Such outward and inward missions have been extremely successful to date, developing relationships with customers and growing sales.

We also have a programme running in SE Asia, and again funded by the EU, covering China, Taiwan, Indonesia, Malaysia, Thailand and Vietnam. Although this programme is currently suspended because of the Covid-related lockdown in some parts of China, it will recommence as soon as conditions permit.





Dairy Matrix Effects

- beyond individual nutrients

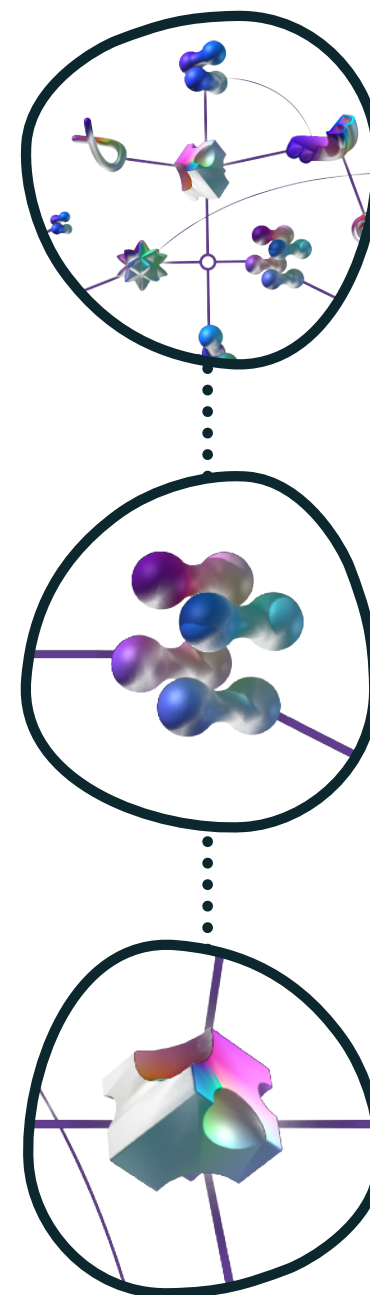
So what's new for Nutrition & Health professionals?

To achieve our aim of raising awareness of the nutrient richness and health benefits of milk and dairy foods we engage in a wide range of activity with health and nutrition professionals, academics and nutrition students.

This includes hosting conferences, symposia and webinars at which we deliver science-based information on the role of dairy foods as part of a healthy, sustainable diet, presenting the latest nutrition science and research.

As a member of the European Milk Forum, DCNI is also involved in EMF's Milk, Nutritious by Nature programme which has, over more than 10 years, had a particular focus on the Dairy Matrix. This is a new way of looking at the health effects of food that

shows the importance of developing dietary guidelines based on foods, not just single nutrients such as fat, and we have been hugely excited to communicate the Dairy Matrix messages to nutritionists, academics and medical and health professionals such as dietitians, geriatricians and cardiologists. Activities have included a scientific review of the health impact of dairy, [videos](#) and a series of symposia bringing together local and international experts to discuss how the unique combination of nutrients in milk and dairy foods interact in the dairy matrix to produce their beneficial effects. As an active member of EMF, DCNI is able to utilise these and other communications here in Northern Ireland. Find out more in the Nutrition and Health Professional area of our [website](#).



The Dairy Matrix is the unique combination of nutrients in the complex physical structure of dairy foods. How they interact with each other produce the overall effect of dairy foods on health.

Dairy's bone health benefits are about more than calcium – other nutrients in the dairy matrix, including protein, phosphorus, and vitamin K2 work together with calcium.

Another dairy matrix effect is seen with cheese - despite its saturated fat content, studies show that eating cheese does not increase the risk of cardiovascular problems and may, in fact, be beneficial.

Education

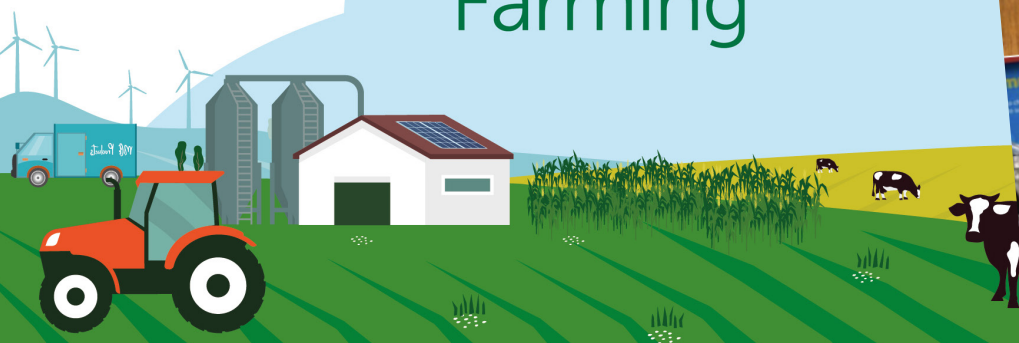
In the classroom, CCEA's Sustainable Farming resource has been supporting teachers and students on GCSE Agriculture and Land Use.

Developed in collaboration with the Dairy Council, the learning resource aims to help students understand more about sustainable farming through a local lens, using video case studies from dairy enterprises and industry leaders to illustrate best practice techniques around hedge management and energy use on the farm.

Each video is also supported with teacher notes and cross-circular activities to engage pupils during class. Launched in December 2021, the first tranche of pupils to have used the Sustainable Farming resource will now be undertaking their GCSEs. And we wish all students the very best of luck!



Sustainable Farming



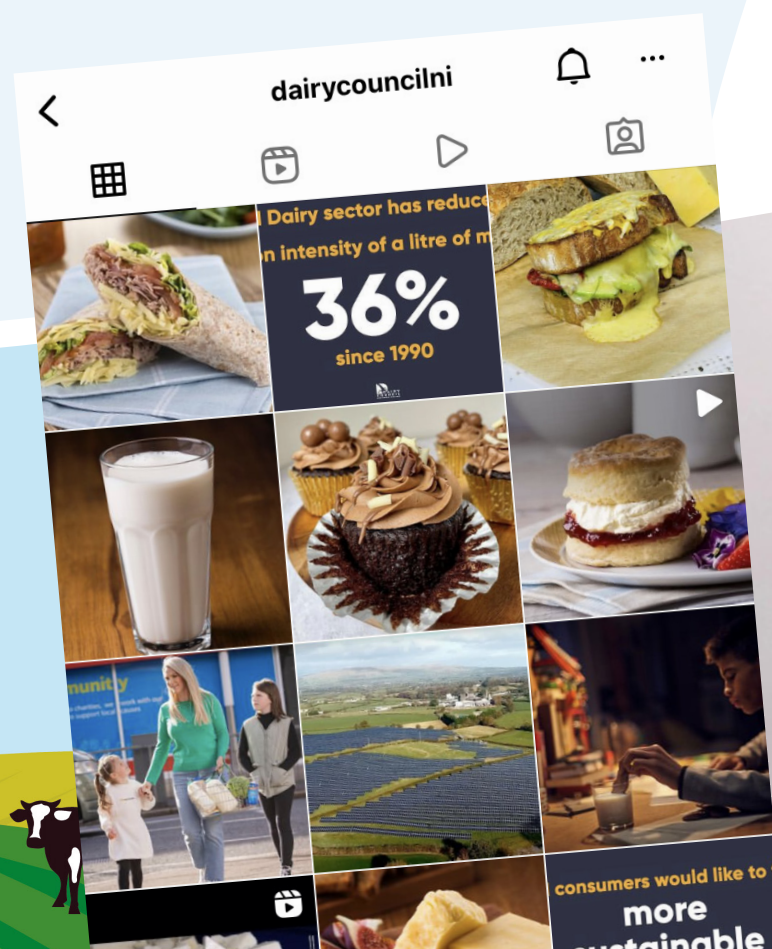
Instagram

Our Instagram following continues to grow thanks to fun, creative content and mouth-watering recipes using only the best local dairy products.

We've collaborated with [@boredoflunch](#) and, more recently, [@jillbakes](#) to produce bespoke recipes all aimed at raising the profile of the Dairy Council and local dairy products, from lemon pavlovas to homemade tacos.

You can follow along [@dairycouncilni](#).

We're on Twitter, too [@DairyCouncilNI](#).



School Milk

Each June, as the school term nears its end, over 26,000 parents of pupils starting P1 in September receive our DCNI Milk & More booklet.

Sent through primary schools it encourages the uptake of school milk by highlighting the nutritional benefits, setting the information in the context of eating well throughout the school day.

Through the School Milk Scheme, formerly known as the EU School Milk Scheme, around 55% of nursery, primary and special education schools make milk available for their pupils at a reduced cost.

Parents make a contribution towards the cost, which varies between each Education Authority region, but on average, the 189ml carton of milk costs around 20p... fantastic value when you consider the benefits it can provide!

And there's good news: it's been confirmed that the School Milk Scheme will continue until at least the end of 2023/2024.

*milk and more...
throughout the
school day*



World Milk Day

On World Milk Day, we urged consumers to recognise the value of milk as a staple of the shopping trolley. At a time when the cost of living is going up, coupled with widespread recognition that food inflation is on the rise, milk provides value both nutritional and monetary and should remain a core part of the family diet.

“With the cost of living already hitting hard and stark warnings coming from the Bank of England and others on further expected rises in food inflation, consumers need to consider products that are nutritious and versatile and therefore represent good value,” said Dr Mike Johnston, Chief Executive of the Dairy Council. “Milk is both, providing strong justification for ensuring it remains high on the food shopping list.”

Long considered a staple in a balanced diet, consumers are generally well aware that milk provides essential nutrients such as calcium, vitamins B2, B5 and B12 and protein. However, Dairy Council nutritionist, Dr Carole Lewis says there is much more known now about the nutrition milk provides.

“Many people will associate milk with calcium and make the link between that and strong healthy bones, with those of a certain vintage even recalling the iconic ‘Dem Bones, ‘Dem Bones need calcium’ milk advertisement of two decades ago! However, milk’s role in a diet is to support more than our bones; its value, we have discovered through ongoing research, is much more than the sum of the eight essential nutrients it provides.”

Getting the health benefits from milk is made easier by its versatility and convenience says Dr Lewis: “Milk is the ultimate convenience food, it doesn’t require any form of cooking to be enjoyed. A glass of milk is perfect on its own, but it is also extremely versatile and so incredibly simple to include in a balanced diet. From a cappuccino to cauliflower cheese and soup to smoothies, milk can easily be incorporated into all manner of drinks and dishes.

“This combination of nutritional value and versatility makes milk a hero in the shopping trolley and a smart choice for savvy shoppers who want to maximise value and convenience.”




A fresh new look for dairycouncil.co.uk

Our new website is officially live with a contemporary look and some great new features. It's optimised for mobile, too.

Visit www.dairycouncil.co.uk for the latest news, recipes and updates from DCNI.

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Who we are
What we do
News + Events
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Delicious Dairy Recipes

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