

# Dairy Innovation Summit 2017

5 -6 April 2017, Amsterdam



*Driving value back into dairy for greater consumption*

## 2017 Confirmed Speaking Faculty

**Philip Coverdale**, Director of Consulting, Beverages and Dairy, **Global Data Consumer**

**Neil Hendry**, Global Head of Consulting, **Global Data Consumer**

**Catherine Gilain-Pycke**, CEO, **N.V. INEX S.A.**

**Ross Crittenden**, SVP - Research and Technologies, **Valio**

**Scott Wotherspoon**, CEO, **The a2 Milk Company**

**Nicholas Saphir**, Executive Chairman, **Organic Milk Suppliers Cooperative**

**Rebecca Oliver-Mooney**, Head of Category & Operational Marketing, **Muller Milk & Ingredients**

**Riëtte Blackwell**, Regional Marketing Director EMEA (Europe, Middle East, Africa and Russia), **Fonterra**

**Kirsti Wettre Brønner**, Head Nutrition, **TINE**

**Natasha Bowes**, Owner, **Bio-tiful Dairy**

**Pierluigi Christophe Orunesu**, Founder, **Eurolactis**

**Elise Rijnhout**, Senior Product Manager, **De Zuivelmakers**

**Gerrit Smit**, R&D Director, **Yili**

**Amr Kandil**, Group R&D Director, **Juhayna Food Industries**

**Ralf Zink**, Head of R&D, **DMK Deutsches Milchkontor GmbH**

**Maria Tornell**, Director Innovation, **Arla Foods**

**Judith Bryans**, Chief Executive, **Dairy UK**

**Agnes Martin**, Europe Science & Nutrition Director - Dairy R&D, **Danone**

**Hans Westerbeek**, Development Director Ingredients, **Royal FrieslandCampina**

**Jens Schaps**, Director, **European Commission**

**Felix Van Brussel**, Head of International Business Development, **Chobani**

**Sinead McCarthy**, Consumer Behaviour Research Officer, **Teagasc**

**Hélène Simonin**, Director Food, Environment & Health, **EDA**

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Programme Day One 5 <sup>th</sup> April 2017	
08:20	<p><b>Chair's opening remarks</b></p> <p><b>Philip Coverdale</b>, Director of Consulting, Beverages and Dairy, <b>Global Data Consumer</b></p>
08:30	<p><b>Clean Label in Dairy – How to achieve this and what are consumer expectations?</b></p> <ul style="list-style-type: none"><li>• Outlining how to communicate dairy as a natural category for a more emotional engagement with consumers</li><li>• Highlighting what consumers are expecting and their response to these products in the market</li><li>• Discussing whether this is a trend to stay and what this will look like in the future</li></ul> <p><b>Judith Bryans</b>, Chief Executive, <b>Dairy UK</b></p>
09:00	<p><b>Looking at the bigger picture in Dairy – The key trends you need to know</b></p> <ul style="list-style-type: none"><li>• Highlighting the macroeconomic environment in the demand and supply of milk and how dairy is a growth target from the other categories and what that means for your dairy business</li><li>• Sharing the latest product and technology trends now and the opportunities in the future</li><li>• Understanding the consumer trends when it comes to dairy to better target your products</li></ul> <p><b>Neil Hendry</b>, Global Head of Consulting, <b>Global Data Consumer</b></p>
09:30	<p><b>Effectively managing price volatility in dairy to stay competitive</b></p> <ul style="list-style-type: none"><li>• Understanding the price elasticity of dairy and the impact the pricing fluctuations have on the farm level</li><li>• Profiling the different initiatives to provide more stability on the EU and the farmer-retailer level</li><li>• Sharing examples of the consequences of the pricing volatility on the product level in Belgium</li></ul> <p><b>Catherine Gilain-Pycke</b>, CEO, <b>N.V. INEX S.A.</b></p>

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10:00	<b>Morning refreshments and networking</b>
10:30	<b>Driving value back into dairy – Shifting your business strategy for long term success</b> <ul style="list-style-type: none"><li>• Outlining the challenges in the dairy industry and the need to shift from mass commodity to value added products</li><li>• Discussing how to diversify the portfolio through moving into different categories</li><li>• Exploring how to balance the R&amp;D investment risk and the pressure for a quick ROI</li></ul> <b>Ross Crittenden, SVP - Research and Technologies, Valio</b>
11:00	<b>Changing the consumer’s perception of dairy – How to effectively communicate the benefits to generate increased consumption</b> <ul style="list-style-type: none"><li>• Outlining the current perception of dairy across the different categories</li><li>• Sharing the different initiatives on changing the perception and the key stakeholders to work with</li><li>• Discussing what the future looks like to promote health and nutrition in dairy for better consumer engagement</li></ul> <b>Scott Wotherspoon, CEO, The a2 Milk Company</b>
11:30	<b>Growth of organic dairy – How real is the future?</b> <ul style="list-style-type: none"><li>• Profiling the organic dairy market in Europe</li><li>• Exploring the level of detail consumers are looking for and how this can be communicated</li><li>• Discussing how organic will grow in the future whilst staying local, premium and traditional to retain credibility</li></ul> <b>Nicholas Saphir, Executive Chairman, Organic Milk Suppliers Cooperative</b>
12:00	<b>Innovation spotlight – reserved by Sidel</b>
12:20	<b>Lunch and networking</b>
13:20	<b>Riding the protein wave, what’s next for dairy innovation?</b> <ul style="list-style-type: none"><li>• Outlining the nutrition trend seen in dairy and the need to focus on the health benefits</li><li>• Profiling the innovative products that tap into this consumer-driven trend for healthy, fortified dairy that fits with the modern lifestyle</li></ul>

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	<ul style="list-style-type: none"><li>• Exploring how to balance the taste, flavour and textures for long term success</li></ul> <p><b>Riëtte Blackwell</b>, Regional Marketing Director EMEA (Europe, Middle East, Africa and Russia), <b>Fonterra</b></p>
13:50	<p><b>The never-ending battle for sugar reduction – Overcoming the challenges in reformulation</b></p> <ul style="list-style-type: none"><li>• Outlining the challenges in reducing sugar without negatively impacting the taste</li><li>• Profiling the most cost effective sugar alternatives and how this is developing</li><li>• Exploring the consumer acceptance for sugar reduction and the different sweeteners used</li></ul> <p><b>Kirsti Wettre Brønner</b>, Head Nutrition, <b>TINE</b></p>
14:20	<p><b>Sharing Arla Foods protein journey and discussing the next steps for product innovations</b></p> <p>Session Content TBC</p> <p><b>Maria Tornell</b>, Director Innovation, <b>Arla Foods</b></p>
14:50	<p><b>Tasting workshop</b></p> <p><i>Join us for an interactive session as we compare dairy and dairy free samples, sugar alternative samples and the latest products to hit the market. Vote for your favourite and the winner is announced at the end of the conference!</i></p>
15:20	<p><b>Afternoon refreshments and networking</b></p>
15:50	<p><b>What's next for yoghurt?</b></p> <ul style="list-style-type: none"><li>• Highlighting the success of the protein-driven innovations in yoghurt in recent years</li><li>• Discussing the potential for fibre to be the next trend for health and sustainability</li><li>• Showcasing the latest products with seeds, oats and grains and what's next</li></ul> <p><b>Agnes Martin</b>, Europe Science &amp; Nutrition Director - Dairy R&amp;D, <b>Danone</b></p>
16:20	<p><b>What's the next big thing in Dairy?</b></p> <p><i>Hear from these 3 innovative 15 minute case studies on the background to their product, the growth, challenges and the consumer response followed by 20 minutes Q&amp;A.</i></p> <p>14:40 – 14:55 Kefir – <b>Natasha Bowes</b>, Owner, <b>Bio-tiful Dairy</b></p> <p>14:55 – 15:10 Quark – <b>Session reserved for Graham's Family Dairy</b></p> <p>15:10 – 15:25 Donkey milk - <b>Pierluigi Christophe Orunesu</b>, Founder, <b>Eurolactis</b></p> <p>15:25 – 15:45 Q&amp;A</p>

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17:25	<p><b>Chair's summation and close of day one</b></p> <p><b>Philip Coverdale</b>, Director of Consulting, Beverages and Dairy, <b>Global Data Consumer</b></p>

<b>Programme Day Two</b> <b>6<sup>th</sup> April 2017</b>	
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08.50	<p><b>Chair's opening remarks</b></p> <p><b>Philip Coverdale</b>, Director of Consulting, Beverages and Dairy, <b>Global Data Consumer</b></p>
09:00	<p style="text-align: center;"><b>INTERACTIVE ROUNDTABLE DISCUSSION GROUPS</b></p> <p style="text-align: center;"><i>Interactive roundtable sessions offer a unique opportunity to come together with your peers to share best practice and develop solutions to critical challenges facing the industry as a whole. Hosted by industry experts and each focused on a single issue, roundtables are an exciting, interactive way to build your personal network and learn from the experience and expertise of others.</i></p> <p style="text-align: center;"><i>Choose 2 topics from the choice below. Each roundtable lasts 40 minutes.</i></p>
<b>Roundtable 1</b>	<p><b>Sharing the latest developments in dairy protein to decipher where next</b>  <b>Hans Westerbeek</b>, Development Director Ingredients, <b>Royal FrieslandCampina</b></p>
<b>Roundtable 2</b>	<p><b>Sustainability – How to achieve optimal efficiency and win consumer engagement</b>  <b>Hélène Simonin</b>, Director Food, Environment &amp; Health, <b>EDA</b></p>
<b>Roundtable 3</b>	<p><b>How to capitalise on the blurring of retail and HORECA to create more dairy consumption moments</b>  <b>Elise Rijnhout</b>, Senior Product Manager, <b>De Zuivelmakers</b></p>
<b>Roundtable 4</b>	<p>Session title TBC          Session reserved for NCH</p>
10:30	<p><b>Morning refreshments and networking</b></p>
11:00	<p><b>Sharing the pending supply chain report publication and the contractualisation of dairy delivery</b></p>

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	<p>Session Content TBC</p> <p><b>Jens Schaps</b>, Director, <b>European Commission</b></p>
11:30	<p><b>Insight into Action – Developing a category growth vision</b></p> <ul style="list-style-type: none"><li>• Turning insight into action to develop a compelling category vision for growth</li><li>• Putting the consumer at the heart of innovation through a strong category vision</li><li>• Building winning partnerships through collaborative execution of a category vision</li></ul> <p><b>Rebecca Oliver-Mooney</b>, Head of Category &amp; Operational Marketing, <b>Muller Milk &amp; Ingredients</b></p>
12:00	<p><b>Innovation spotlight – Reserved for Sacmi</b></p>
12:15	<p><b>Lunch and networking</b></p>
13:15	<p><b>Case study: Capitalising on the fastest growth markets – Lessons in the Chinese Dairy market</b></p> <ul style="list-style-type: none"><li>• Profiling the consumer trends towards dairy and the Chinese dairy market</li><li>• Sharing examples of dairy products that are adapted to fit in with the Chinese lifestyle and diet and the challenges of cracking this market for Western dairy products</li><li>• Exploring the local dairy products and the potential for exporting these to Europe</li></ul> <p><b>Gerrit Smit</b>, R&amp;D Director, <b>Yili</b></p>
13:45	<p><b>International case study: Harnessing the rapid growth of the African and Middle East dairy market</b></p> <ul style="list-style-type: none"><li>• Outlining the African and Middle East dairy market, the consumer trends and spending power</li><li>• Exploring how to overcome the logistics and storage challenges</li><li>• Sharing tips and lessons on creating opportunities and growing in this region</li></ul> <p><b>Amr Kandil</b>, Group R&amp;D Director, <b>Juhayna Food Industries</b></p>
14:15	<p><b>Lessons in LatAm: Chobani market launch in Mexico</b></p> <ul style="list-style-type: none"><li>• Highlighting the consumer markets for dairy and their expectations</li><li>• Assessing the complex regulations and tips on navigating these</li></ul>

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	<ul style="list-style-type: none"><li>• Discussing how to successfully find the right partners and grow profitably</li></ul> <p><b>Felix Van Brussel</b>, Head of International Business Development, <b>Chobani</b></p>
14:45	<b>Afternoon refreshments and networking</b>
15:15	<p><b>Transforming dairy packaging for greater convenience and enhance consumer engagement</b></p> <ul style="list-style-type: none"><li>• Outlining the latest packaging innovations in dairy to promote convenience and engagement</li><li>• Discussing the potential for next generation packaging materials that will extend the shelf life and reduce food waste</li><li>• Exploring the lessons to be learnt from regional approaches to dairy packaging for a more sustainable, engaging future</li></ul> <p><b>Ralf Zink</b>, Head of R&amp;D, <b>DMK Deutsches Milchkontor GmbH</b></p>
15:45	<p><b>Consumer trends in the dairy market with a focus on exploiting opportunities in the health segment</b></p> <p>Session Content TBC</p> <p><b>Sinead McCarthy</b>, Consumer Behaviour Research Officer, <b>Teagasc</b></p>
16:15	<p><b>Analysing whether sustainability in dairy can impact the supply chain and the buying decision for consumers</b></p> <ul style="list-style-type: none"><li>• Profiling what consumers expect when it comes to sustainability and animal welfare in dairy</li><li>• Sharing the best practice examples from greenhouse gas emissions, energy management, water management and sourcing transparency and how to best communicate this to consumers</li><li>• Discussing whether this creates a competitive advantage to affect the consumers' taste perception of your dairy products</li></ul> <p><b>Hélène Simonin</b>, Director Food, Environment &amp; Health, <b>EDA</b></p>
16:45	<p><b>Chair's summation and close of conference</b></p> <p><b>Philip Coverdale</b>, Director of Consulting, Beverages and Dairy, <b>Global Data Consumer</b></p>