

COMMUNICATION CAMPAIGN ON EU SUSTAINABLE PRODUCTION AND CONSUMPTION



DAIRY SECTOR



OUR ORGANIZATION



InLac, Interbranch Organization of the Spanish dairy sector, whose members represent **milk production** - ASAJA, COAG, UPA (farmers unión) and Cooperativas Agro-Alimentarias de España-; and **dairy processors** -FENIL and Cooperativas Agro-Alimentarias de España-.

Our mission: Represent the common interests of the cow, sheep and goat dairy sector chain; designing, agreeing and implementing binding measures aimed at its sectoral structure and stability. Likewise, InLac is constituted as the stable forum for discussion between all the agents of the dairy chain, always respecting the spheres of action of the member organizations that compose it.

THE CONTEXT

After carrying out an **exhaustive market analysis**, we have obtained the **motivations** that have led us **to request a European programme** in order to promote the European dairy sector and the quality of the products.

Our motivations:

1

Consumer
misrecognise in
the dairy sector
and everything
behind milk and
dairy production

2

Need for
dignification of
the farmer
business

3

Sector
associated with
high
greenhouse
gas emissions

4

Decreased
consumption in
recent years,
although a slight
increase seems to
be seen gradually

SUSTAINABILITY IMPROVEMENTS



Being sustainable is a great common **challenge** for both the Belgian and Spanish dairy sectors. After all, **the industry has the right credentials to contribute to sustainable food**. The sector is taking numerous initiatives to make dairy livestock sustainable, respecting the animal. In the last 15 years, **the ecological footprint of one kilogram of raw milk fell by 26%**.



THE EU PROGRAMME



We expect the European programme will highlight to the consumer the **sustainability of the EU dairy sector**, as **our production methods comply with the world's strictest legislation** on respect for the environment, traceability, food security and animal care and management.

It is therefore **important for European consumers to know how our production methods contribute** to the ambitious global challenges we face and their differential aspects from references imported from third countries.



The actions to be taken under the European campaign will **highlight** how producers, milk production and dairy products **contribute to**:

Climate change mitigation.

Biodiversity conservation and **sustainable use of resources.**

The fight against depopulation; **promoting rural economies and employment;** and innovation.

Work and contributions to dairy society will also become more visible, in order to **dignify and revalue the primary activity of the sector**, given its strategic and essential role, being relevant to food sovereignty in a situation as dramatic as the current one, derived from the COVID-19 pandemic.



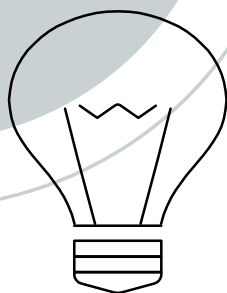
OBJECTIVES

The aim of this proposal is to carry out a new programme according to the "**Green Deal**" and "**From farm to fork**" strategies.

With this project we cover **3 main objectives** for the sector:

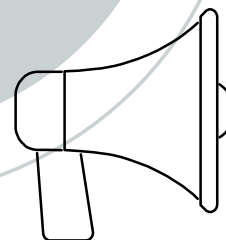
OBJECTIVE 1

**Awareness -
raising**



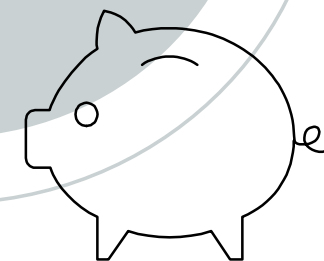
OBJECTIVE 2

Communication



OBJECTIVE 3

Economic



OBJECTIVE 1

Awareness - raising objective

Degree of knowledge that Spanish and Belgian consumers have on the sustainable production of milk and dairy products, establishing the degree of impact of milk and dairy products on the purchase decision.

To do this, it is necessary to activate the consumption drivers to generate a positive environment for consumption of milk and sustainable dairy products. It is necessary to **expand the drivers** already studied with sustainability motivations including:

- Importance of **Environmental Sustainability**.
- Importance of **respect for animal welfare**.
- **Social and economic sustainability**.

EXPECTED RESULTS

That at least **70%** of **Spanish impacted consumers**, **50%** of **Belgian impacted consumers** and **85%** of **European impacted stakeholders**, consider as positive (agree or totally agree) that environmental sustainability, respect for animal welfare and social and economic sustainability are important drivers when it comes to the decision to purchase a European dairy product.

Increase at the end of the three years by 10% the degree of "agree" in the other motivational drivers of purchase in both the Spanish and Belgian market (with respect to what is defined in point 0 of the program).

OBJECTIVE 2

Communication objective

Increase the number of positive mentions of milk and dairy products in relation to environmental sustainability, social sustainability and economic sustainability.

Fighting fake news, hoaxes and respectful online communications.



EXPECTED RESULTS

This is a global objective at European level and therefore common for Spain and Belgium:

Increase the number of mentions in social listening by 30%, with at least **20%** of these mentions being **positive**.

Increasing by 50% the mentions dealing with sustainability, with at least **20%** of these mentions being **positive**.

OBJECTIVE 3

Economic objective

In a market that sees a **slight decreasing trend** (due to everything analysed in the market study and new consumer trends) the objective is to:

- In **Spain**, **stop the trend** and correct the **sales value positively**.
- In **Belgium**, help **stop the downward trend** and reinforce awareness and communication objectives.

EXPECTED RESULTS

Slow down the declining trend of **-0.05** in year 1, **-0.10** in year 2 and **-0.15** in year 3 to correct and **increase overall dairy consumption by 0.5%**.



OUR COMMUNICATION ON SUSTAINABILITY

One of our main program objectives is **focused on increase the number of positive mentions of milk and dairy products in relation to environmental sustainability, social sustainability and economic sustainability.**



Our communication campaign is **totally focused on sustainability**, from the strategy to the campaign claim:

MAKE YOUR WAY OF LIVING AND FEEDING COUNT

as well as the activities (advertising, events, PR and communication tools).



Our European campaign revolves around the insight “***Consume as you think***” aimed to **an aware and valued consumer**, concerned about the food they eat, animal care and the environment, that takes public and ecological transport, that tries to use as little plastic as possible, and so, **we’re going to help them bet on sustainable and responsible choices.**

We're going to make them aware that their consumption **COUNTS**

COUNT ON EUROPEAN DAIRY PRODUCTS



MAKE YOUR WAY OF LIVING AND EATING

COUNT



Every time you consume 3 dairy products a day, it counts for the preservation of terrestrial ecosystems, biodiversity and the care of dairy animals

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COUNT ON EUROPEAN DAIRY PRODUCTS



MAKE YOUR WAY OF LIVING AND EATING COUNT

Every time you consume 3 dairy products a day, it counts for the future of rural areas, gender equality in the dairy industry and the economic growth of society.



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MARKET ADAPTATION

CUENTA CON LOS PRODUCTOS LÁCTEOS EUROPEOS



HAZ QUE TU FORMA DE VIVIR Y ALIMENTARTE

CUENTA

Cada vez que consumes 3 lácteos al día, cuenta para el futuro de las zonas rurales, la igualdad de género en la industria láctea y el crecimiento económico de toda la sociedad.



inlact                                                                                             

We are going to **publish the campaign** creativity in the **sustainable media** that our consumer uses, such as **bike stops** and vinyling **ecological buses and trams**, we are going to use **digital media** to spread dairy stories starring the **best influencers** for our sector: our ranchers, our workers, our rural people (who respect and love the environment and animals), we will hold **events, forums and debates** where the whole truth about the European production model will be discovered, distancing fake news from the minds of the most responsible consumer and the most important, we are going to establish **"The Dairy Sustainability Committee"**, which will support and verify all campaign information.



EU MESSAGE

The **main message** of the campaign will be **based on the quality of European products**, sustainable consumption and their contributions to environmental aspects, **and will be present both visually, written or sound.**



The campaign will always include the **headline**.

Highlighting both by size and by text highlighting the word "**European**"

EU emblem, the claim "**Enjoy it's from Europe**" the disclaimer and the thematic line that accompanies the signature "Enjoy": *The European Union supports campaigns that promote the quality of agricultural products*".

CONSUMER EXPECTATIONS



Our **target** is an **aware** and **valued consumer**, according to the "Tetra Pak Index 2019":

Two out of three people believe they have a **responsibility** and duty to avoid the global disaster we are heading to.

47% of consumers believe their **purchases have an impact** on the environment.

68% of consumers say they are **changing their orientation** to **preserve the environment** and future generations.

22% consult the **environmental information** of the products they consume.



That's why we're going to tell them everything behind European dairy consumption, because it counts, and a lot.

Because when
they consume at
least three dairy
a day, they are
supporting a
**healthy and
balanced diet.**



Because when they consume dairy from Europe, they are supporting **a sector committed to sustainability, responsible use of resources and that cares for the planet and our animals.**

Because Europe and Europeans care, and a lot, about the preservation of the environment.



Because when they consume European dairy products, they are supporting a youth who fight for gender equality and contribute to developing **employment and development economics in rural areas.**





For all this argument, our **challenge** is to reinforce of the **importance of consuming 3 dairy products a day**, explaining, not only nutritional values of the product, also the commitment of the whole European and Spanish dairy sector in particular to sustainability and all that it implies.

THANKS

AND ENJOY EUROPEAN DAIRY PRODUCTS

inlac

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