

European Commission – CHAFEA

Infoday Brussels 31 January 2017

Cheese up your life

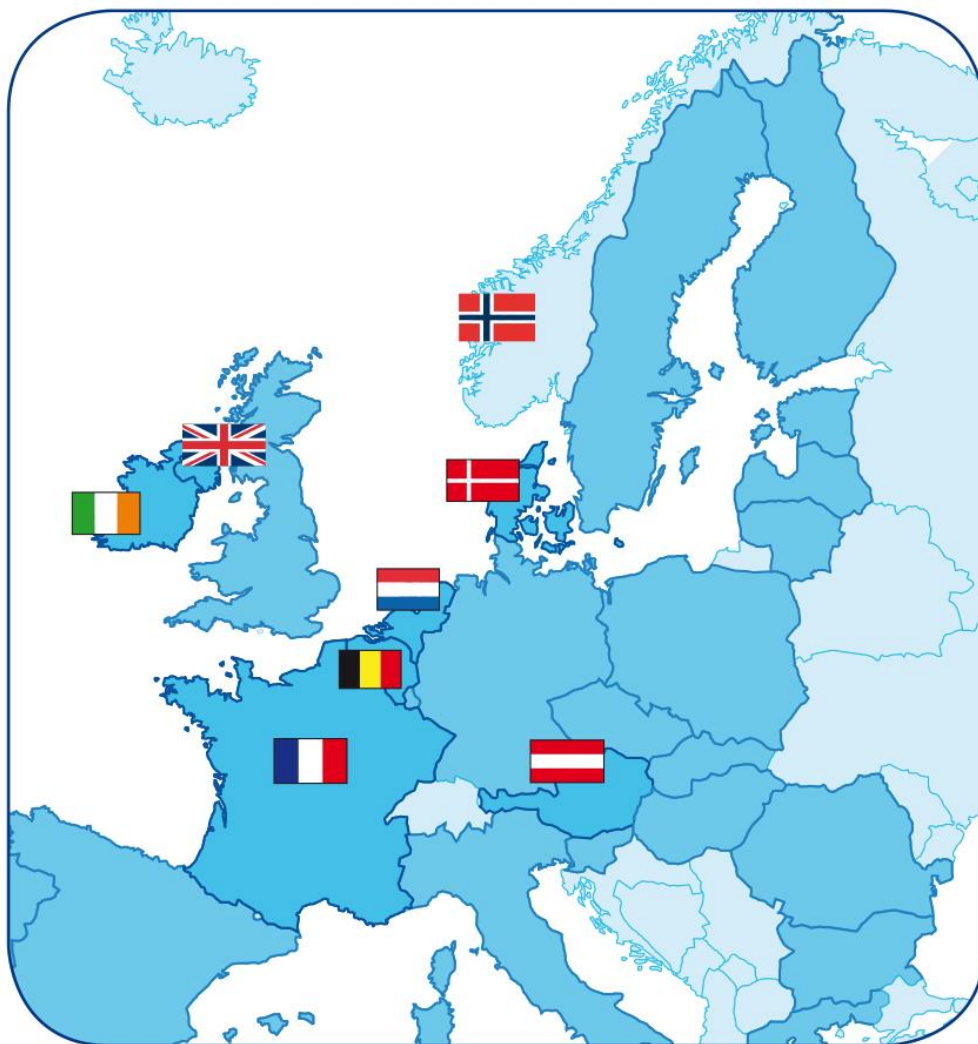
A multi country programme in internal markets

EMF

DK, FR, IE, UK/NI

Dominique Poisson Cniel - EMF (France)

- A framework for a joint collaboration at EU level
- Created in 2011
- 3 running programmes leading to economy of scale
- 8 countries used to working together



Austria AMA

Belgium BCZ et Vlam

Denmark DDB

France Cniel

Ireland NDC

The Netherlands NZO

UK (Northern Ireland)

DCNI

+ Norway Melk.no

**1. A same European approach
beyond our cultural specificities**

**2. Consensus
and regular meetings
(8 two-day meetings/yr)**

**3. Solidarity between small
and big countries
Economy of scale for all**





- . 2015-2017
- . Under previous Regulation EU 2008
- . Objectives : to highlight the intrinsic characteristics & values of cheese as an agricultural food product
- . Budget 4,9M€ /3yrs
- . 4 EMF countries DK, FR, IE, UK/NI, all different although all European

We don't eat cheese the same way

Consumption occasions for cheese

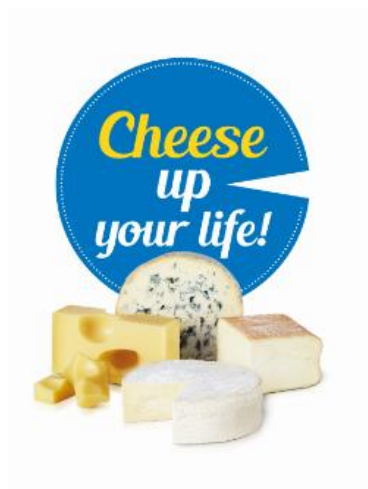
What are the typical occasions when you consume cheese?



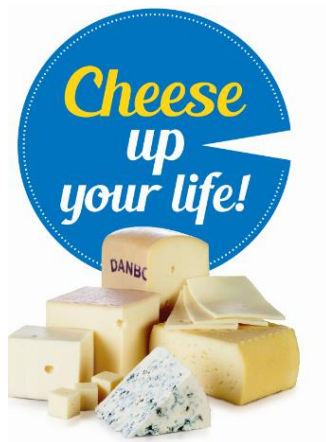
	France	Denmark	Ireland	UK (Northern Ireland)
Dinner	87%	27%	46%	45%
Lunch	82%	45%	69%	66%
Tea time	29%	30%	46%	52%
Outside of meals (snacks)	25%	20%	43%	44%
Breakfast	13%	65%	28%	17%

Source Occurrence Survey 2561 people 4 countries 2015

We don't eat the same cheeses



France



Denmark

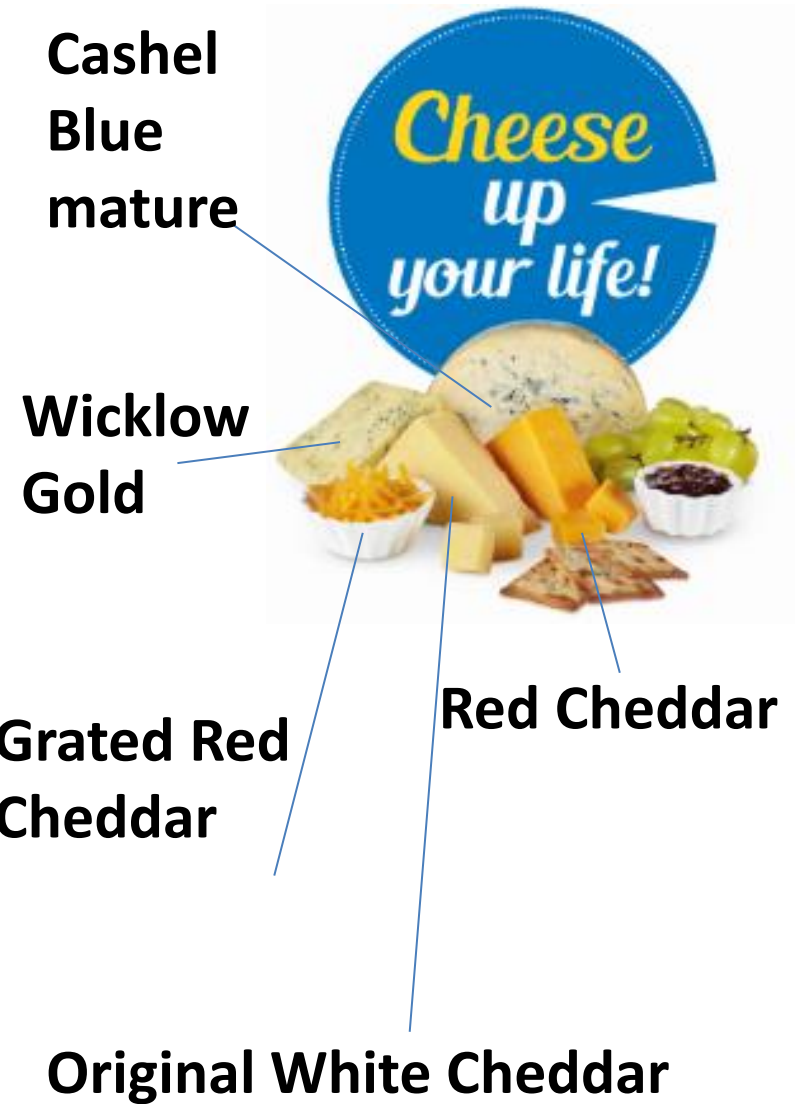


Ireland

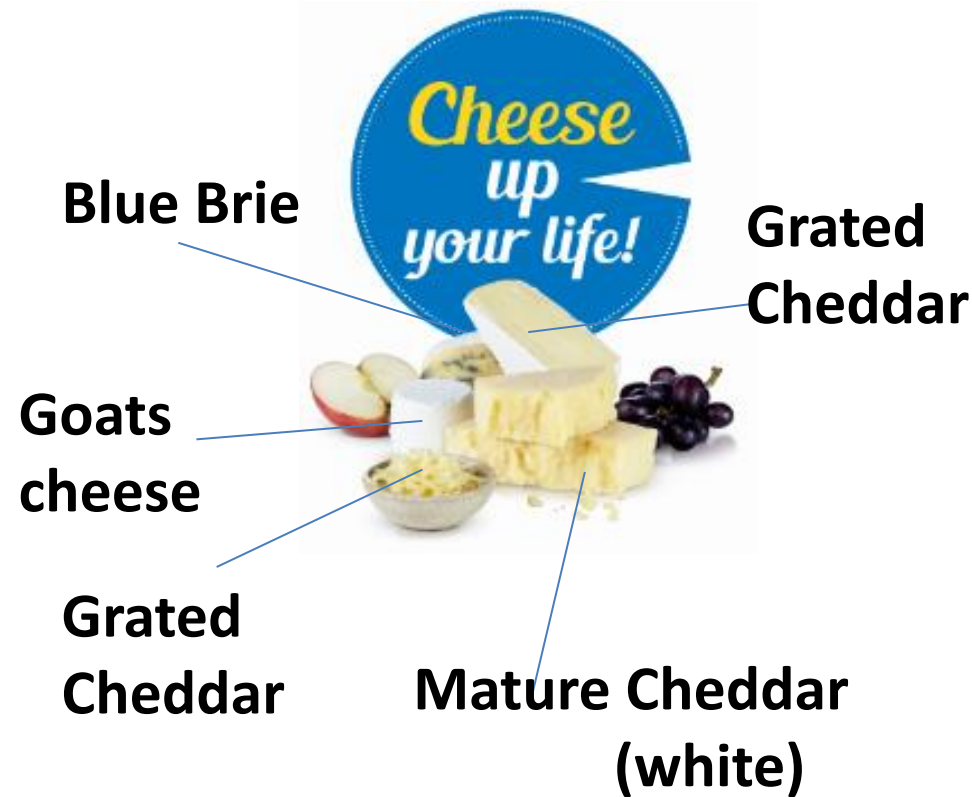


UK (Northern Ireland)

IRELAND



UK (NORTHERN IRELAND)



FRANCE

Bleu
d'Auvergne



Emmental

Maroilles

Camembert

DENMARK



Danbo

Danbo

Esrum

Danablu

Havarti

But we share values on cheese and have plenty of common ground

- 1. Cheese is a product of European agriculture**
- 2. First Indications of Cheese Production in Neolithic Times in Europe**
- 3. A part of our food habits**
- 4. A symbol of our European cultural heritage**

Central European level and local activities targeting KOL

A programme with 2 complementary parts

- **Central European level**
- **Local implementations**

This structure is an asset which guarantees

- **Consistency**
- **European dimension**
- **As well as cost effectiveness**

A same pluri disciplinary symposium in the 4 countries

Paris

15 October 2015
150 participants



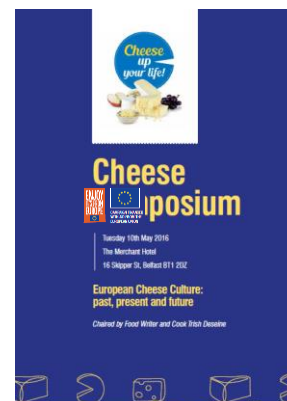
Dublin

9 May 2016
50 participants



Belfast

10 May 2016
80 participants



Copenhaguen

30 May 2016
70 participants



The Danish Dairy board and the Cheese up Your Life campaign welcome you to an inspiring one day symposium on Monday 30 May with insights into and discussions about a European cheese culture which is more dynamic than ever.

2017 : final symposium in Brussels

EUROPE'S CHEESE HERITAGE



Campaign financed
with aid from the
European Union



www.cheeseupyourlife.eu

EN

Bienvenue sur le portail de la campagne européenne Cheese Up Your Life, pour la promotion de la culture européenne des fromages au Danemark, en France, en Irlande et au Royaume-Uni (Irlande du Nord)

EMF organisera dans le cadre du programme européen quatre colloques (un par pays) afin de faire connaître la culture européenne du fromage et le patrimoine local lié à la diversité des offres de fromage.

Le Premier symposium se déroulera en France.

Le jeudi 15 octobre 2015

De 9h30 - 16h30
Hôtel des Arts et Métiers

LE SYMPOSIUM
Retrouvez toutes les informations sur le Symposium 2015

LA CAMPAGNE
Retrouvez toutes les informations sur la campagne européenne.

Retrouvez la campagne dans votre pays

Local implementation in each market

Targets : Kol

- Education
- Retailers
- Chefs
- Tasting days in store
- Point of sales
- Influencers
- Medical doctors
- ...

Local implementation in Denmark



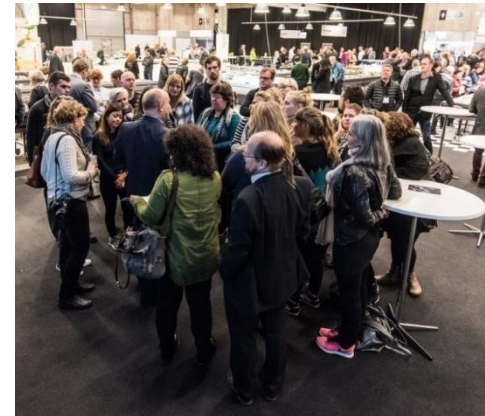
Web Activation

Facebook Page
120 posts

Website 25000
visitors

Jury of recipe
competition

Press activation
Newsletters
130 journalists and
bloggers reached



Trade activation :
European cheese brochure
150 000 copies



Local implementation in France

Print ad in 7
medical news
papers /1
month
600 000 HP's
reached



Pour un Français sur quatre, le fromage est l'un des trois aliments qu'il mangeraient le plus s'il en était "pris".

Les Français aiment le fromage. Le fromage est l'un des trois aliments qu'ils mangeraient le plus s'il en était "pris".

Le fromage, bien plus que du plaisir.



Event for influencers
20 bloggers and
journalists

8 restaurants, 6
cheesmongers



Cheese promotion for
retailers 7 training sessions,
40 retailers



Tour by culinary
consultants
5 000 students

Partnership Gault
et Millau
30 000 copies to chefs
and general public



Local implementation in Ireland

Consumer engagement
Radio adverts
Radio Audience 840 000 women with children 18-44

RTE Radio 1
Competition



The campaign mechanic was visible across RTE's website



The addition of the social media element in terms of listeners sending in your cheesy photo also ensured the campaign reached a wider audience



Mummypages website
850 500 impressions

Education :
Ambassador
Derval O'Rourke



MOO CREW

FREE LESSON PLANS
Free downloadable lesson plans for the whole school (Junior Infants to 6th Class).

RECIPES
Try some of our delicious dairy recipes, which are healthy, as well as yummy and full of calcium for strong bones.

COMPETITION
Enter our competition to be in with a chance to win a VIP trip to Anford Farm with Miss The Cow and Daniel O'Rourke.

INTERACTIVE VIDEOS
Fun, engaging videos full of information to support the lesson plans.

WORKSHEETS
Fun, easy worksheets and online games.

IRISH LESSON PLANS
Free Irish lesson plans for Irish speaking schools.

ENTER
Drop us a line... we'll love to hear all about your dairy activities and entries!



NATIONAL DAIRY COUNCIL

The Experts in Dairy. Naturally.

Cheese Up Your Life!

Win a Sony Camera!

Cheese is delicious, nutritious and versatile. In Ireland we are lucky to have a wonderful selection of cheeses available to us all year round. Cheese Up Your Life! Ambassador and former Olympic athlete, Derval O'Rourke has developed a wonderful range of cheese recipes that will be an instant hit with the whole family. These recipes are ideal for those who enjoy creating delicious and nutritious meals but who have limited time on their hands. We hope these recipes inspire you to create delicious meals from these delicious dairy products.

With a Sony 20 megapixel Camera AND a €300 SuperValu Gift Card!

SuperValu

Retail engagement :In-Store
Cheese Tastings
233 stores



Education : Moo Crew Creation
3300 schools (32% of primary schools)
180 000 pupils engaged



Local implementation in UK (Northern Ireland)

Tasting days
127
sampling
days



POS 200 recipes
distributed

Baked CHEDDAR TOMATO AND HAM OMELETTE

Serves 6 • Prep & Cook 30 mins

- 2 large tomatoes, sliced
- 150g lean ham, chopped
- 6 large eggs
- 150g cheddar cheese, grated
- Salt and pepper

METHOD

1 Preheat oven to 175°C/350°F/Gas 4

2 Simply arrange the tomato and ham chunks into an 8 inch deep flan dish or ovenproof omelette pan, whisk the eggs and pour into the dish, top with grated cheddar cheese. Place into a hot oven and bake for 20 minutes until firm and golden brown.

TOASTED PANCAKES with CHEDDAR

Serves 4 • Prep 5 mins

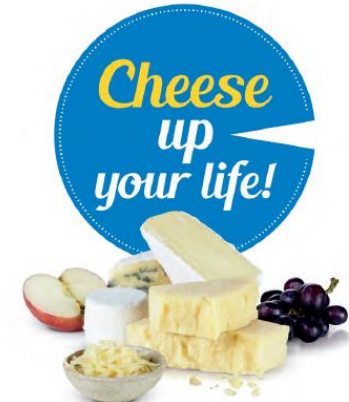
- 8 pancakes
- A little butter
- 180g cheddar, cut into slices

METHOD

1 Toast the pancakes on both sides and spread with butter, top with cheddar cheese and either serve immediately or place under a heated grill until the cheese melts.

CAMPAGN FINANCIÉE WITH AID FROM THE EUROPEAN UNION AND THE DAIRY COUNCIL OF NORTHERN IRELAND

WHO KNEW CHEDDAR COULD DO SO MUCH!



Radio production 10 and
20'', in 6 stations, 700 spots

Disseminating the idea of European cheeses

We are happy with this programme built on common values beyond our differences.

During the 3d year of the programme, we'll continue to promote the cheeses of Europe

