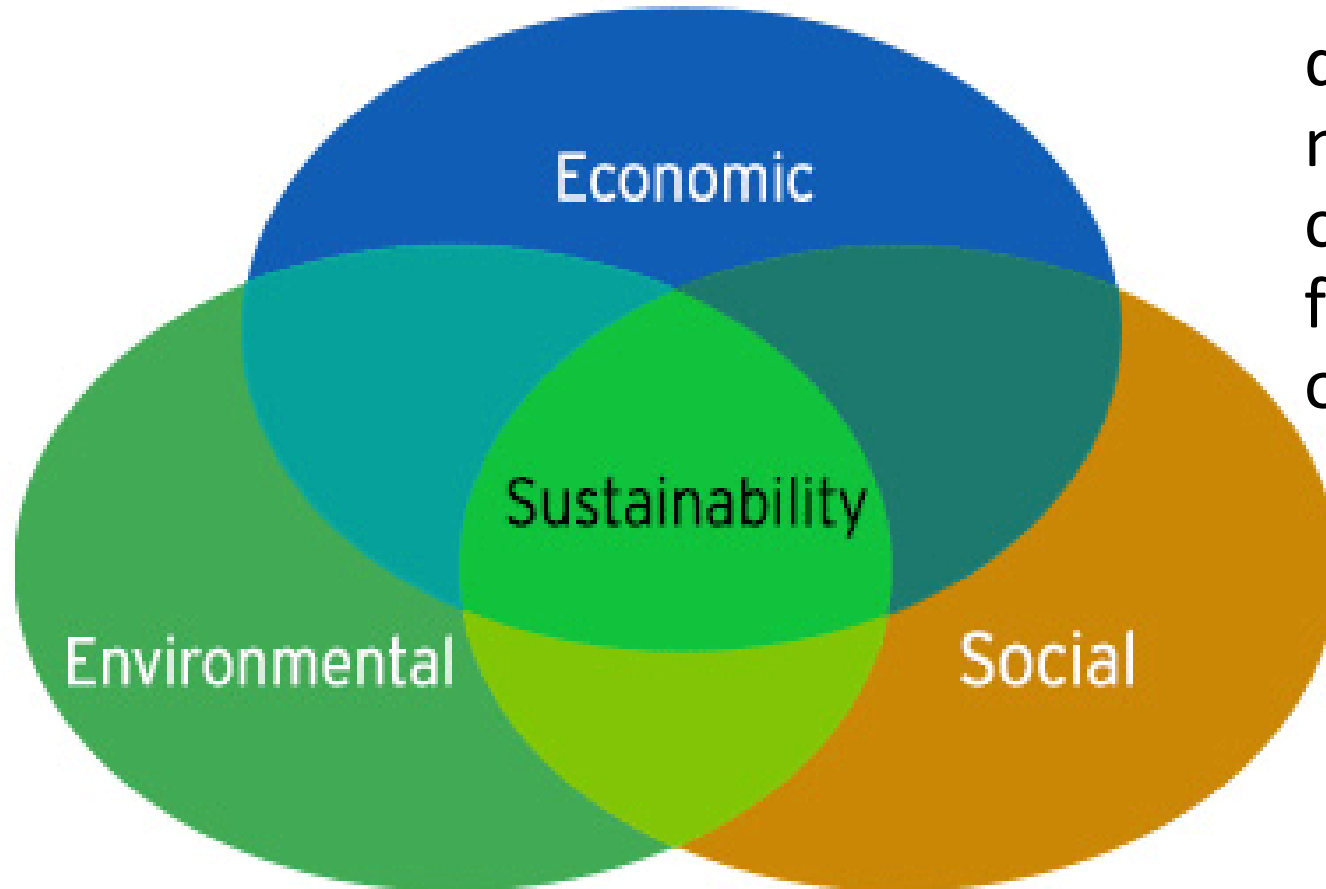


Sustainability and the value of an assurance program



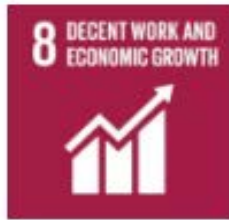
What is Sustainable Development?



“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

- Brundtland Report, 1987

What is Sustainable Development?

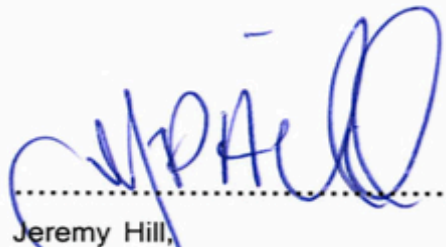


DAIRY DECLARATION

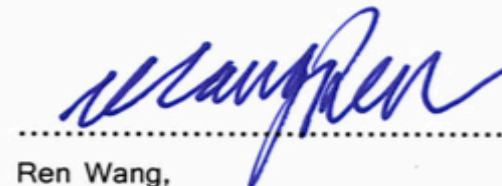
We agree to:

- 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

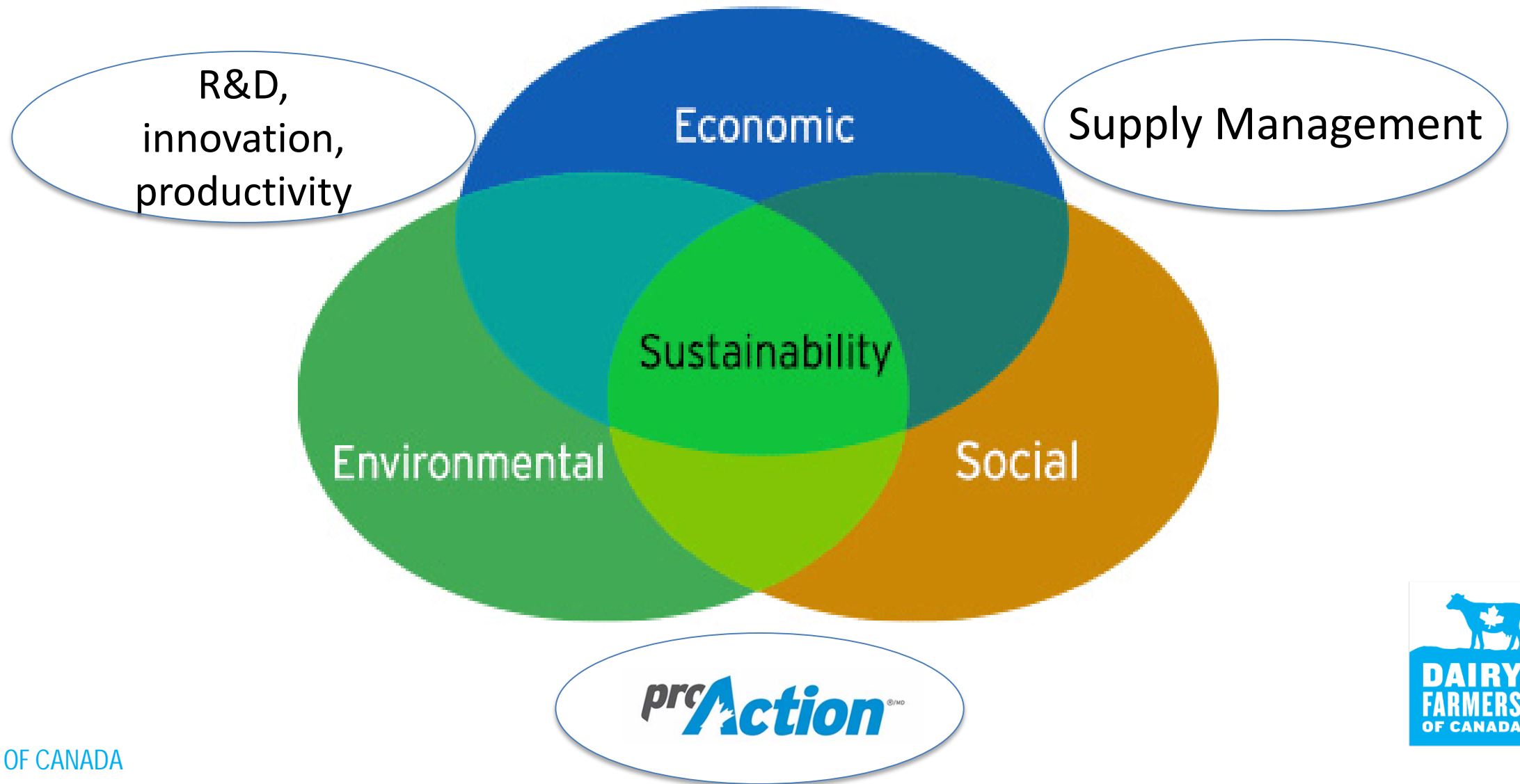


.....
Jeremy Hill,
President, International Dairy Federation aisbl



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

SUSTAINABLE DEVELOPMENT IN CANADIAN DAIRY





Vision

*Through proAction®,
Canadian dairy farmers
collectively demonstrate
responsible stewardship of
their animals and the
environment, sustainably
producing high-quality, safe
and nutritious food for
consumers.*

Milk Quality



Food Safety



Traceability



proAction®



Animal Care



Biosecurity



Environment



What do Consumers Want?

- Appears to be changing over time
- Importance of concerns has grown over time
- Perceptions are important
- Lots of influences

May 2018



Rabobank

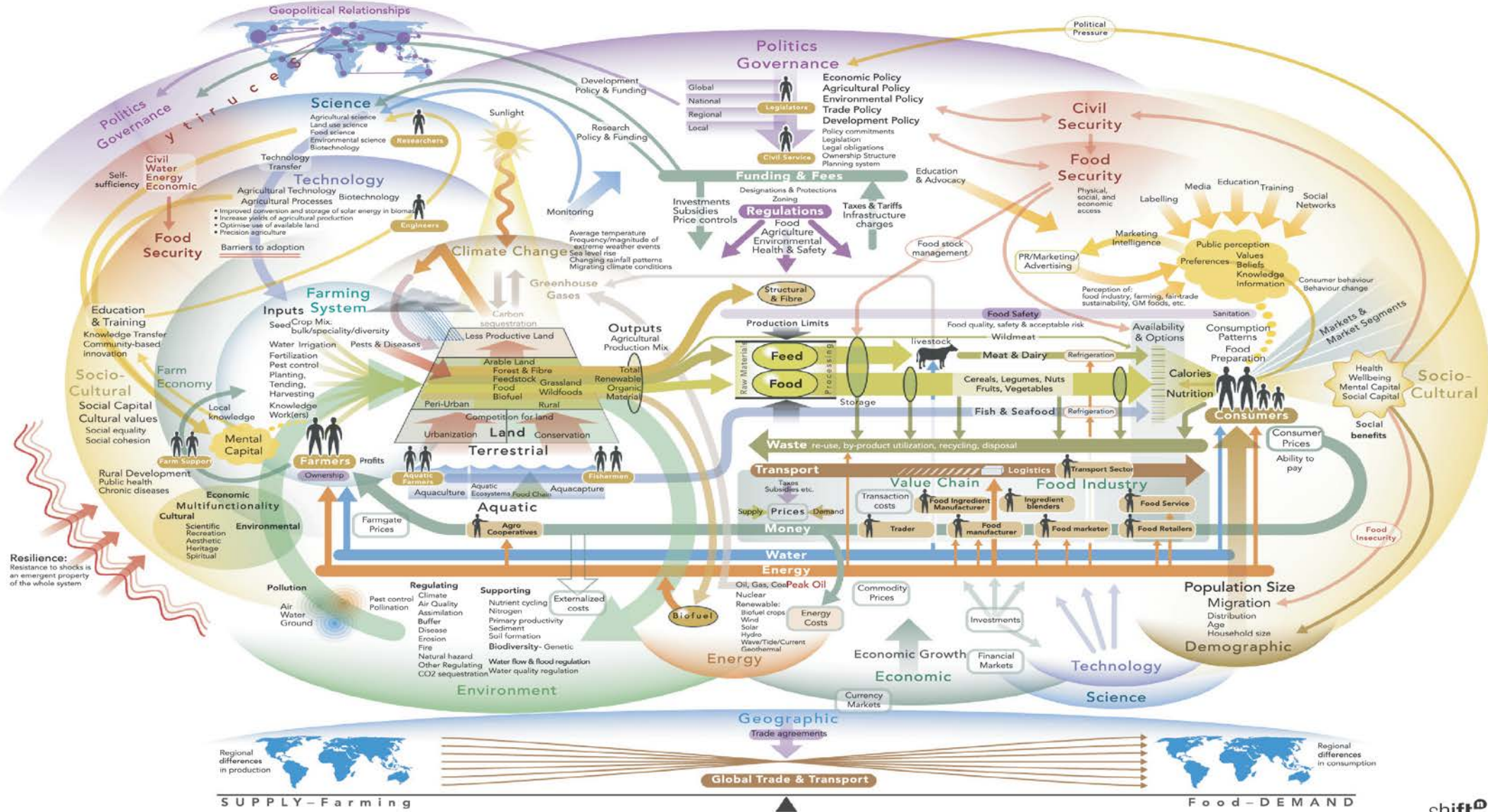
Dare Not to Dairy

*What the Rise of Dairy-Free Means for
Dairy... and How the Industry Can Respond*

Where does that leave us on our sustainability journey?

- Challenge: credibly demonstrating sustainability
 - Being credible
 - Staying credible
 - Listening to changing expectations of consumers. Perceptions matter.
 - Understanding the complexity of sustainability

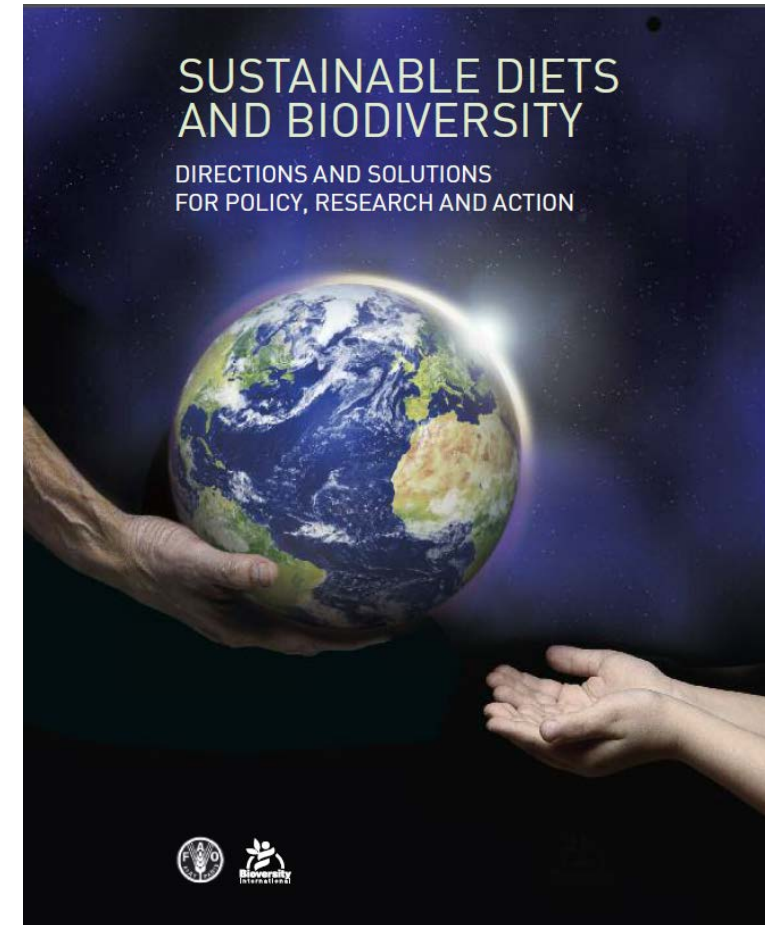




Healthy Sustainable Diets

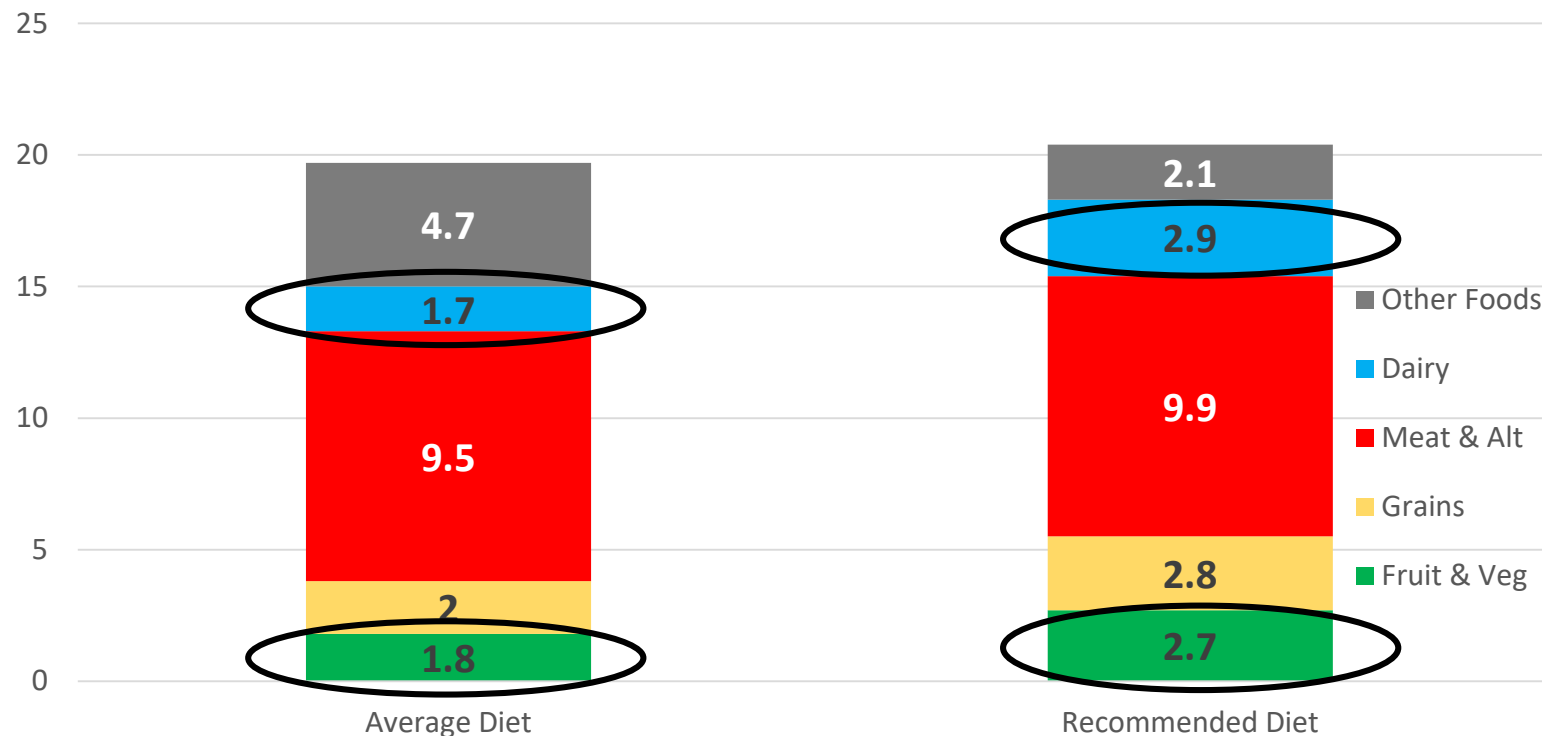
(FAO definition): ...diets with low environmental impacts that contribute to food and nutrition security and to healthy life for present and future generations.

- Protective and respectful of biodiversity and ecosystems
- Culturally acceptable
- Accessible
- Economically fair and affordable
- Nutritionally adequate, safe and healthy
- Optimize natural and human resources



Dietary contributions to C footprint

Cumulative Contribution of Food Groups to Dietary Greenhouse Gas Emission for Australian Adults (kg CO₂)



Hendrie GA et al. Nutrients 2016

Comparative greenhouse gas impact of ONE gram of protein from cow's milk and two commonly available milk substitutes

Product	Average Carbon Footprint (kg CO2 eq./kg)	Average Protein Content (g/kg)	Carbon Footprint of ONE gram of Protein (g CO2 eq./g Protein)
Cow's Milk: Australia & New Zealand	1.19	36.1	33.0
Cow's Milk: North America	1.34	36.1	37.1
Cow's Milk: Europe	1.32	36.1	36.6
Cow's Milk: South and Central America	1.69	36.1	46.8
Cow's Milk: Asia	2.53	36.1	70.1
Cow's Milk: Africa	3.34	36.1	92.5
Cow's Milk: world average	1.39	36.1	38.5
Almond, Coconut milk	0.42	4.4	95.4
Soy-milk	0.88	22.0	40.0

Compiled by Susantha Jayasundara using the data from following two sources:
Clune, S. et al. (2017) Systematic review of greenhouse gas emissions for different fresh food categories. Journal of Cleaner Production. 140: 766-783.

<https://www.healthline.com/health/milk-almon-cow-soy-rice#Overview1>
(Milk and milk alternatives: Nutrition comparison)



What does this mean for our assurance program?

- Be proud of proAction® and your achievement
- Challenges will not disappear. New ones will keep coming.
 - The importance that people place on their concerns around animal production has increased
- Maintain credibility
 - Work closely with primary partners
 - Keep building proAction® and other sustainable development initiatives





Thank you