

# The Dairy Sustainability Framework

*Coordination and collaboration in enhancing and communicating dairy's sustainability achievements*



# 2009 – Global Dairy agenda for Action



- Response to the challenge posed by the publication of ‘Livestock’s Long shadow’...and subsequent reports.
- Commitment to reduce GHG emissions
- Supported by a ‘Green Paper’ – examples of activity

***We have graduated on from a single issue approach to address the sustainability challenge on a quantified continuous improvement basis***

# GDAA and DSF ?



***The Dairy Sustainability Framework  
is the GDA program for aligning and connecting  
sustainability initiatives  
to demonstrate leadership and progress globally.***

***Global population  
growth, projected to  
reach over 9 billion by  
2050, will continue to  
drive demand for  
healthy, affordable food  
to sustain the health of  
future generations***

(Agricultural Development  
Economics Division of Economic  
and Social Development  
Department 2011)<sup>4</sup>

# Global Food Challenges for the 21st century



Region	2011	2050	Change	Percent
World	6,987	9,587	+ 2,600	+ 38
High Income	1,242	1,333	+ 91	+ 7
Low Income	5,745	8,254	+ 2,509	+ 44
East & S.E. Asia	2,183	2,308	+ 125	+ 6
South Central Asia	1,795	2,574	+ 779	+ 43
Sub-Saharan Africa	883	2,069	+ 1,186	+ 134
Lat. America/Carib	596	746	+ 150	+ 125
N. Africa & W. Asia	451	725	+ 274	+ 61

*'Sustainable Diets are those diets with low environmental impacts which contribute to food and nutrition security and to healthy life for present and future generations. Sustainable diets are protective and respectful of biodiversity and ecosystems, culturally acceptable, accessible, economically fair and affordable; nutritionally adequate, safe and healthy; while optimizing natural and human resources.'*

(FAO 2012)

Source: Population Reference Bureau. 2011 World Population Data Sheet

# Food Challenges – 21<sup>st</sup> Century

Projected demand!



Global dairy demand (excluding butter) projected to reach 900 million tonnes of fresh milk equivalents

This would require 83 million additional cows at current global productivity rates, applying greater stress on earth's limited resources

Meeting this demand depends on developing a sustainable solution

er capita dairy source: FAO 2006. World Agriculture: towards 2030/2050. Global Perspective Studies Unit. Food and Agriculture Organization. Rome, June 2006

Historical Data from: FAO n.d. Livestock Primary. Production. FAOSTAT. Food and Agriculture Organization. Accessed on August 18th, 2011. Website: <http://faostat.fao.org/site/569/default.aspx#ancor>

# Phase 1 - Validation

## Feasibility Study



*The validation phase of work, completed in November of 2012, reached three conclusions:*

- A review of current standards models in use by other industries showed there are some limitations to innovation and continuous improvement efforts
- A standard that would meet the diversity of global dairying practices would likely be too general to deliver substantial impact
- Although a standard might ultimately be valuable and viable, it is not the ‘end’ upon which all effort should be focused at this time



# Validation Study Findings

Collaborative opportunity identified



- Creating a **Dairy Sustainability Framework** to bring greater coherence and offer guidance on individual and collaborative action while allowing for continued innovation in approaches to address sustainability

**Align**

- **Align** global ambition to regional activity on key sustainability issues in a coherent way

**Connect**

- **Map and Connect** existing activity addressing regional priorities, allowing for cross-fertilization

**Progress**

- Reveal opportunities to **develop new or progress existing activity** to improve performance

# The Dairy Sustainability Framework



## Dairy Sustainability Vision...

A vibrant dairy sector committed to continuously improving its ability to provide safe and nutritious products from healthy cattle, while:

1. Preserving natural resources
2. Ensuring decent livelihoods across the industry



# 11 Global Sustainability Issues



Greenhouse Gases

Nutrients

Waste

Water

Soil

Biodiversity

Market Development

Farmer Livelihoods

Working Conditions

Product Safety &  
Quality

Animal Care

*Strategic Intent  
to define desired  
outcome for each  
global issue.*

*Enablers that will  
support the  
industry in  
achieving desired  
outcomes*

# Criteria and Strategic Intents



- Greenhouse Gases
- Nutrients
- Waste
- Water
- Soil
- Biodiversity

- Market Development
- Farmer Livelihoods
- Working Conditions**
- Product Safety & Quality
- Animal Care

## Strategic Intent:

*Across the dairy value chain, workers operate in a safe environment & their rights are respected and promoted*

# Example from India



## Dairy Industry Sustainability Vision

*Participants along the dairy value chain are able to build economically viable businesses through the development of transparent and effective markets*

1. GHGs
2. Soil Nutrients
3. Water
4. Waste
5. Soil
6. Biodiversity
7. **Market Development**
8. Rural Economies
9. Working Conditions
10. Product Safety & Quality
11. Animal Care

Plan

Do

Check

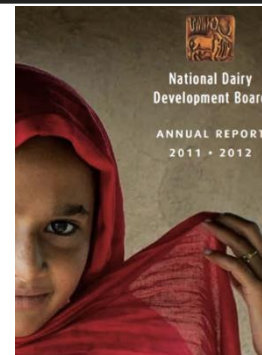
Adjust

Example India:



*Increase animal productivity*

*Help rural producers access the organized market*



The Framework maps existing activity on key sustainability issues around the world and shows its progress both locally and in relation to the strategic intent as defined by the industry as a whole

# Members Commitment!

## Four year timeline



Year 1	Year 2	Year 3	Year 4
<ul style="list-style-type: none"> <li>• <b>Endorse the Criteria and Strategic Intents</b></li> <li>• <b>Provide basic company and existing scheme information to the DSF Secretariat including existing sustainability efforts (within 3 months of membership approval)</b></li> <li>• <b>Establish appropriate governance for the 'delivery' of the DSF within the organization</b></li> <li>• <b>Prioritize the 11 Criteria and Strategic Intents for the local region</b></li> </ul>	<ul style="list-style-type: none"> <li>• Review existing schemes and amend accordingly in line with DSF Criteria and Strategic Intents as prioritized for the local region</li> <li>• Revise or develop new KPIs/targets for existing schemes</li> <li>• Introduce new aligned schemes as appropriate to local needs including KPIs/targets</li> <li>• Report all new activity and KPIs/targets to DSF Secretariat</li> <li>• Provide progress reports to the DSF Secretariat on existing schemes</li> </ul>	<ul style="list-style-type: none"> <li>• Implement new programs with KPIs/ targets.</li> <li>• Relevant progress reporting to update existing schemes to DSF Secretariat</li> <li>• Provide required reporting for aggregation and profiling to DSF Secretariat</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate existing schemes</li> <li>• Reporting to DSF of changes/progress</li> <li>• Provide required reporting for aggregation and profiling to DSF Secretariat</li> </ul>

# Structures



## GDAA (Global Dairy Agenda for Action)

- Six signatories: European Dairy Association (EDA), Dairy Australia, Eastern and South African Dairy Association (ESADA), Pan-American Dairy Federation (FEPALE), Global Dairy Platform (GDP), Innovation Centre for US Dairy, International Dairy Federation (IDF), Sustainable Agricultural Initiative Platform (SAI).
- Approves and secures framework implementation funding/resources
- Ensures continued alignment with sector objectives

## Stakeholder Advisory Forum

- A mix of relevant stakeholders
- Ensures overall conformance of design and management policies
- Presents change requests to GDAA

## Development Group

- Established from scheme membership
- Maintains and review content for conformance to framework objectives
- Sense checking proposals prior to sharing with the Governors

## Secretariat

- Sustainability Sector Lead with IDF administrative support

## Endorsers

- Full Implementing Members, Affiliate Members and Supporters
- Catalogues of existing activity on some or all sustainability categories along the “continuous improvement spectrum”
- Develops locally appropriate action plans and reports progress against objectives

# How the DSF Adds Value

## Aggregated reporting



### More transparent and centralized reporting

- By dairy collaborating in this manner, the sector is able to provide the 'evidence' or if necessary 'defense' to those that have an interest in the sustainability performance of the sector.

### Quantifies progress of dairy's continuous improvement efforts

- The mapping, aligning and connecting of dairy sector sustainability efforts the rate of progress will be faster than ever! – Not competitive!
- Captured using the standardized metrics and aggregated to paint a genuine picture of progress through trends.

### Capitalizes on what is already being reported

- The GDAA will add even more value to your local efforts and performance by widening the audience and generating greater awareness of the 'sustainability investment' of the sector

Great things are not done by  
impulse but by a series of  
small things brought  
together

Vincent Van Gogh

# How the DSF Adds Value

## Global profile



### Local solutions within a global context

- The DSF does not dictate how you deal with local sustainability challenges.
- Often the solution you are seeking has been developed by others and may just require simple adjustment...Or you are the innovator and share your experiences with others?

### Helping build a global sector sustainability profile

- Capturing and aggregating your efforts alone is a great achievement!
- Mapping what is and where it is being done – so valuable!
- Performance measures will add even greater weight to our evidence base!

The Brundtland Report defined sustainability as  
*“meeting the needs of the present generation without compromising the ability of future generations to meet their own needs”*

**The Brundtland Report**  
1987

# How the DSF Adds Value

Enables new opportunities and partnerships



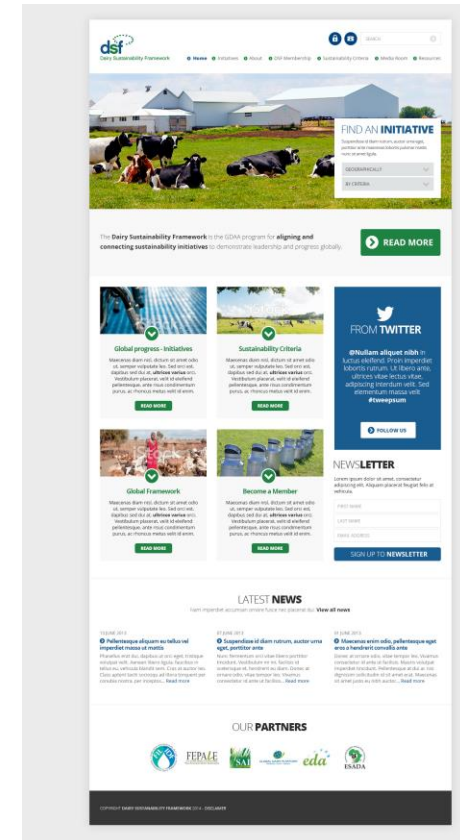
- **Engagement with leading organizations:**

- FAO
- World Bank
- WHO
- NGO's and many more!

- **Membership use of the DSF database and website**

- **Dairy Development Fund**

Exploring opportunities with NGO's with the aim of supporting the membership





# Getting to the point!



## What it is!

- **Developed and owned by dairy!**
- **Umbrella for the sustainability efforts of Global dairy to align**
- Supportive
- **Pre-competitive and collaborative**
- Aid to speed sustainability efforts
- Respects where you are starting
- **Allows you to remain in control**
- **Local solutions to local challenges**
- Captures your continuous improvement
- Self developed and monitored
- Robust and Credible
- **Program that will support global dairy aggregate**

## What it is not!

# Getting to the point!



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## What it is not!

- **A standard**
- Tick box and forget approach
- Bureaucratic
- **Expensive**
- **A take over or imposition by others!!**
- **Does not dictate targets and KPI's.**
- Working in isolation – Engaging structure!
- **Dictatorial**

# Progress so far

Who is already onboard



Dairy Farmers of Canada



Les Producteurs laitiers du Canada



Dairy for life



Dairy UK



FEPALÉ



Nestlé



Dairy Farmers of America



DANONE



DairyCo



No matter where you are...

On the journey...!





## For more information

- [www.dairysustainabilityframework.org](http://www.dairysustainabilityframework.org)

## Or e-mail us at:

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