

F / The Connection with the Consumer

Connecting the consumer to the sustainability of dairy; and producers to the preferences and perceptions of the consumer.

Chaired by Mike Magan (Irish Dairy Farmer and Chairman of Animal Health Ireland)



Jeremy Hill

Chief Science & Technology Officer, Fonterra Cooperative Group;
Professor, Riddet Institute, Massey University

Jeremy has worked for Fonterra and its predecessor companies for over 30 years, the last 10 as Fonterra's Chief Science & Technology officer. Amongst previous roles he was Director of Regulatory and Food Assurance in Fonterra.

Jeremy has a PhD in biochemistry, is an Honorary Research Fellow and Adjunct Professor at Massey University, sits on the Editorial Board of the International Journal of Dairy Technology and has published over 100 papers and holds four patents on various aspects of dairy science and technology.

Between 2012 and 2016, he served as President and Chairman of the Board of the International Dairy Federation (IDF), the peak body for the global dairy sector. In October 2016 on behalf of the IDF he co-signed the Dairy Declaration of Rotterdam with the Food and Agricultural Organisation of the United Nations recognising the critical role of dairy in sustainable development. Jeremy is a past Governor of the Dairy Sustainability Framework and chaired the Framework's Advisory Board composed of diverse expertise from senior leaders from the Food and Agricultural Organisation of the United Nations, American Humane Society, ASDA Walmart, Rabobank, Roundtable for Sustainable Beef, and Solidaridad an international civil society organization focussed on facilitating the development of socially responsible, ecologically sound and profitable supply chains.

The Connection of the Consumer to the Sustainability of Dairy.

Recognising the role of dairy in the future sustainability of the world the United Nations Food and Agricultural Organisation together with the International Dairy Federation co-signed the Dairy Declaration of Rotterdam In November 2016. The Dairy Declaration recognises:

- "The **critical contribution** the dairy sector makes to Sustainable Development
- The **essential role** of dairy products for balanced, nutritious and healthy diets;
- The **major contribution** of that dairy makes to countries' economies, income and employment, and livelihood support for smallholders and pastoralists
- The **key function** of the dairy sector in the management of terrestrial ecosystems and the need to address environmental degradation and climate change, and to support biodiversity"

The Dairy Declaration is supported by a factsheet produced by the FAO and monograph on the global impact of dairy. While more data is needed at local, national and global scales to determine the combined socioeconomic and ecological impact of food chains, it is almost certain that dairy will be an important component in sustainable food systems given its broad impact and magnitude of benefits.

While the dairy sector is not perfect and there is scope for significant improvements in the efficiency and effectiveness of dairy chains, calls to limit dairy consumption on environmental or nutritional grounds do not look valid given the balance of current knowledge.

So why is dairy struggling to connect with consumers and society especially in New Zealand?

In the main people simply don't know the facts. In most developed countries consumers have almost endless choices of foods to select from and are also often confused or overwhelmed by inconsistent formal and informal dietary advice or information about the sustainability of food chains. They often lack context and are influenced by simplistic and often inaccurate messages or myths in media and social media.

Dispelling some of the myths and looking at the facts dairying in New Zealand is world-leading in many aspects of sustainability not just as a source of dairy nutrition but as a source of nutrition overall. A range of New Zealand organisations are also collaborating to develop a model that will frame discussions relating to the sustainability of food systems and help profile the credentials of New Zealand's pasture based dairying.



Tim Hunt

General Manager, Food & Agribusiness Research and Advisory, Rabobank

Tim Hunt is the General Manager of Rabobank's Food & Agribusiness Research and Advisory (FAR) division across Australia and New Zealand.

He has 25 years of experience in analysing food and agri markets and strategy, working extensively with farmers and processors in the EU, US and Oceania. The Bank's inaugural Global Dairy Strategist, Tim has also worked across a broad range of value chains.

Prior to this role, Tim Hunt was the global strategist and team leader of Rabobank's Dairy research team – based in New York. Tim's responsibilities included analysing developments in the regional and global dairy markets, co-ordinating Rabobank's medium term dairy forecasts, advising Rabobank on its engagement with the dairy industry, advising clients on the implications of market developments for their businesses, and assisting with mergers and acquisitions advisory.

He is a regular and highly sought after speaker at local and international conferences. Tim is a professional economist with more than 20 years' experience, gained through working with leading financial institutions and strategic consultancies in Australia, England and the United States. Tim graduated from the University of Melbourne in 1993 with an honours degree in Economics and Bachelor of Commerce and Bachelor of Arts degrees.

Origin Story: creating downstream value from New Zealand's production system

What do consumers actually value? And how does that impact industry and producer strategy?

Tim Hunt draws on Rabobank's global research to address consumer preferences in different markets around the world, the way in which different industries and companies are tapping into this and how NZ (and its farmers) can best capitalise on the opportunity.