

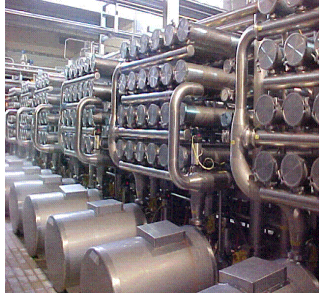


Strategy Refresh

IDF Forum

Jeremy Hill

Over 100 years of serving the dairy sector!



The dairy sector today would not be

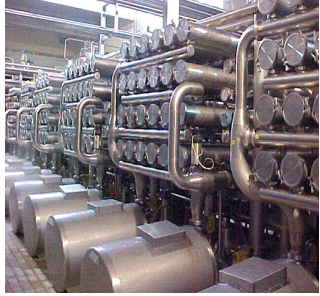
as effective, as efficient, as resilient

Had it not been for the work of IDF





Over 100 years of serving the dairy sector!



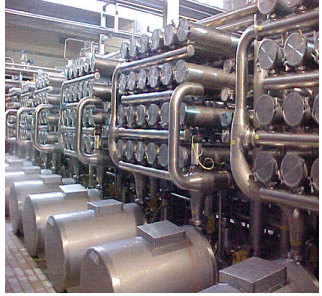
IDF has helped to define the environment in which the dairy value chain operates by being at the forefront in:



The development and sharing of scientific and technical knowledge, best practices and guidelines



Over 100 years of serving the dairy sector!



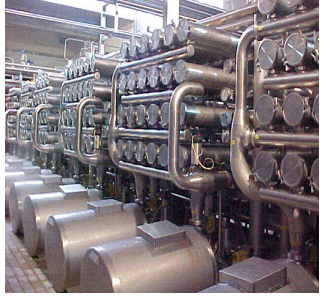
IDF has helped to define the environment in which the dairy value chain operates by being at the forefront in:



Providing expertise and influence on behalf of the dairy sector in the development of food standards



Over 100 years of serving the dairy sector!



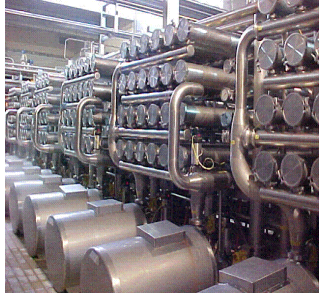
IDF has helped to define the environment in which the dairy value chain operates by being at the forefront in:



Providing expertise and influence on behalf of the dairy sector in the development of methods of analysis and sampling



Over 100 years of serving the dairy sector!



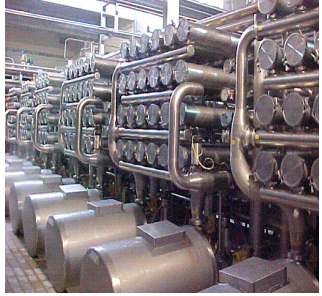
IDF has helped to define the environment in which the dairy value chain operates by being at the forefront in:



Providing expertise and influence on behalf of the dairy sector in the development of nutritional policy and standards



Over 100 years of serving the dairy sector!



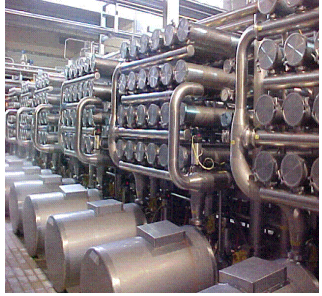
IDF has helped to define the environment in which the dairy value chain operates by being at the forefront in:



Providing expertise and influence on behalf of the dairy sector in the development of animal health and welfare standards



Over 100 years of serving the dairy sector!



IDF has helped to define the environment in which the dairy value chain operates by being at the forefront in:



Providing expertise and influence on behalf of the dairy sector in the development of sustainable practices, life cycle analysis and footprints.





Over 100 years of serving the dairy sector!

And doing this by providing a common platform, systems and processes for the sector to come together to reach consensus through IDF bodies, events and the work programme.





IDF - Global expertise in dairy

- 1000s of Experts
- Global Membership
- Covers Entire Dairy Chain



What made IDF successful in the past will not guarantee success in the future

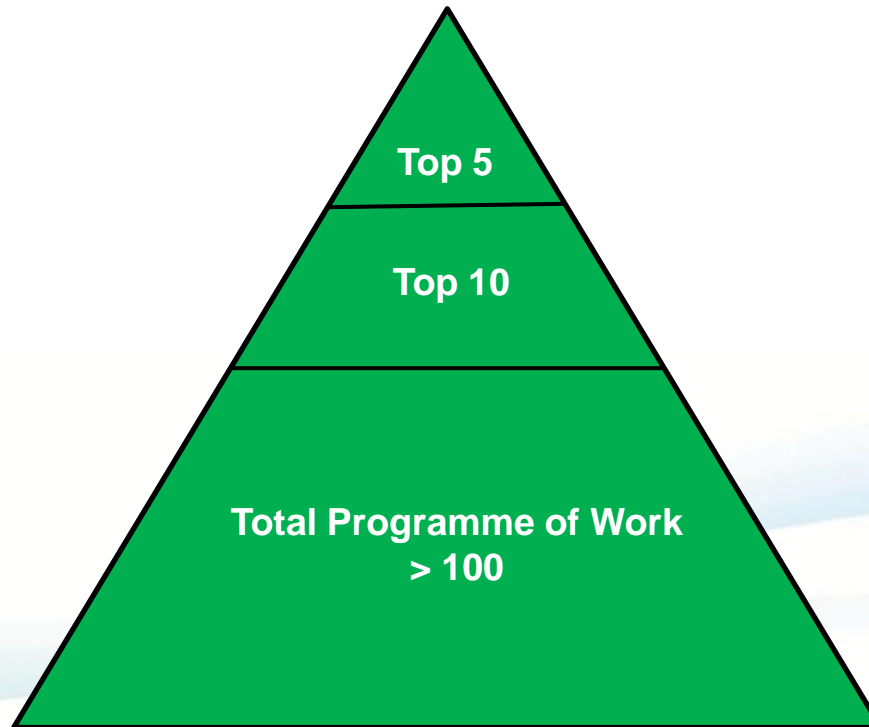


IDF is facing a number of challenges that unless addressed will weaken and limit the role it can play in helping to shape for future environment for the dairy sector.



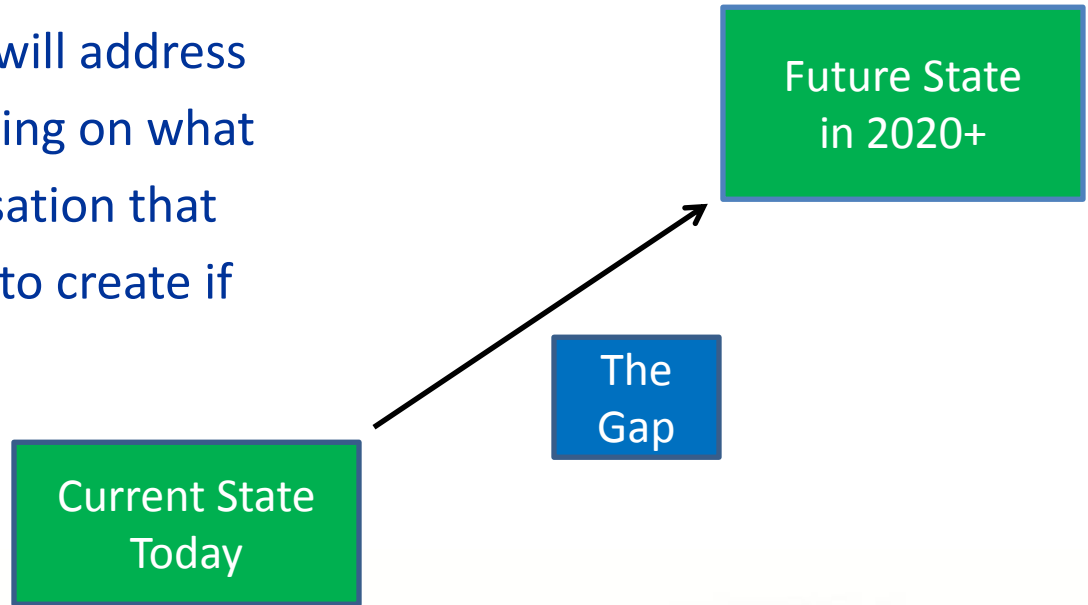
One of our challenges – Work Programme

With a limited budget and full time staff to prioritise and progress a large and broad work programme.



Strategy Refresh

The aim of the IDF Strategy Refresh is to develop a strategy that will address these challenges whilst building on what is still an outstanding organisation that the dairy sector would need to create if it did not already exist.



IDF needs to clearly identify the 'Gap' and have a strategy in place to move to our Future State if we still want to be able make a 'big splash' in the future!



IDF Strategy House



Strategy Refresh – MUST DO

Global Expertise in dairy

MUST DO	CAN DO	WANT TO DO
<ul style="list-style-type: none"> Develop a global strategy for the dairy sector, taking into account the different regions and the specific needs of each region. Identify and address the key challenges and opportunities in the dairy sector, such as sustainability, innovation, and consumer trends. Establish a clear vision and mission statement for the dairy sector, and communicate it effectively to all stakeholders. Develop a strong brand identity and marketing strategy for the dairy sector, focusing on quality, safety, and sustainability. Invest in research and development to drive innovation in the dairy sector, particularly in areas such as product development and process optimization. Strengthen relationships with key stakeholders, including governments, industry associations, and consumers, to build trust and support for the dairy sector. 	<ul style="list-style-type: none"> Conduct a comprehensive audit of the current work programme structure, identifying areas of overlap, inefficiency, and underperformance. Review the roles and responsibilities of all staff, ensuring they are aligned with the organization's strategic goals and objectives. Optimize the organizational structure to improve efficiency and effectiveness, reducing duplication and streamlining processes. Implement a robust performance management system, with clear KPIs and regular feedback loops, to ensure staff are motivated and accountable. Invest in staff development and training, providing opportunities for continuous learning and growth, to build a high-performing team. Establish a clear communication and reporting structure, ensuring that all staff are kept informed and engaged in the organization's activities. 	<ul style="list-style-type: none"> Develop a long-term strategic plan for the dairy sector, outlining the organization's vision, mission, and key objectives for the next 5-10 years. Conduct a thorough market analysis, identifying emerging trends and opportunities in the dairy sector, and developing strategies to capitalize on them. Invest in digital transformation, leveraging technology to improve operational efficiency, enhance customer experience, and drive innovation. Develop a strong talent management strategy, attracting and retaining top talent, and providing opportunities for career advancement. Establish a robust risk management framework, identifying potential risks to the organization's success and developing strategies to mitigate them. Implement a comprehensive sustainability strategy, addressing environmental, social, and governance issues, and reporting on progress to stakeholders.

Review the work programme structure





Defining the operating environment for the dairy chain through global standards, guidelines, frameworks



**Global
Standards
Guidelines
Frameworks**



Nutrition



**Global
Standards
Guidelines
Frameworks**



Nutrition



Integrity





Nutrition



Integrity



Sustainability

Interconnected and Interdependent



Integrity



- Quality, consistency and safety underpinned by
 - Milk Quality Standards
 - Milk Product Standards
 - Standard Methods of Analysis and Sampling

Nutrition



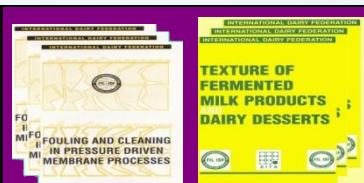
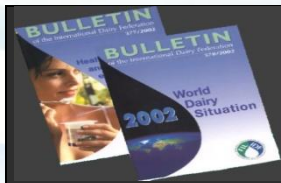
- Nutrition Policy and Standards (WHO, Codex...)
 - Nutrient Density, essential nutrients and role of dairy in the diet
 - Milk Fat, saturated fat and ruminant trans fatty acids
 - Milk Protein
 - Lactose
 - Minor Components

Sustainability



- Global Dairy Agenda for Action
- Dairy Sustainability Framework
 - Greenhouse Gases
 - Nutrients
 - Waste
 - Water
 - Soil
 - Biodiversity
 - Economics of the chain
 - Animal Health and Welfare

Expertise, Knowledge and Networks



LEVEL 1 OVERVIEW

MONDAY 8th November	TUESDAY 9th November	WEDNESDAY 10th November	THURSDAY 11th November
 Dairy for Life Conference 1 World Dairy Leaders Forum	Conference 2 Dairy Policy & Economics (Day 1) Conference 3 Dairy Farming (Day 1) Conference 4 Lactoferrin Symposium Conference 5 Dairy Science & Technology	Conference 2 Dairy Policy & Economics (Day 2) Conference 3 Dairy Farming (Day 2) Conference 6 Nutrition & Health (Day 1) Conference 7 DAA* Cheese Science (Day 1) Conference 8 Marketing	Workshop 1 Methods of Analysis & Sampling Conference 9 Environment Conference 6 Nutrition & Health (Day 2) Conference 7 DAA* Cheese Science (Day 2) Workshop 2 Food Additives
Welcome Reception 	Dinner 	Posters & Exhibitions Posters & Exhibitions	Posters & Exhibitions Posters & Exhibitions

* Dairy Industry Association of Australia

Supported by the 9 IDF strategic work areas



And 18 IDF Standing Committees



Next Steps

- Using this lens confirmation of the priority projects through consultation within IDF and with our other stakeholders and establishing a MUST DOs, CAN DOs and WANT TO DOs for the IDF programme of work.
- Focussing our Global Expertise in Dairy on these priorities.



