Milk and Dairy Products promotion programmes in internal markets and third countries
CNIEL and EMF

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Copa Cogeca Celcaa Fooddrink Sacar Brussels 22 Octobre 2015
1. Internal markets: the European Milk Forum (EMF), a multi country pan european approach

2. Third countries: exemples of new tools to explore new markets and be competitive
What is the EMF?

A European organisation bringing together the national dairy organisations of 8 countries, All facing same issues

To promote milk and dairy products, produced by European Agriculture

Through professional exchanges, shared reflection and joint initiatives
Today 8 countries

Austria  AMA
Belgium  BCZ et Vlam
Denmark  DDB
France  Cniel
Ireland  NDC
The Netherlands  NZO
Northern Ireland/UK  DCNI
+ Norway  Melk.no

open to new members, tomorrow 28?
Brief history

2008 Start of discussions and collaboration

2011 Creation of a EEIG under European Economic Interest Grouping Regulation (CE 1985)

- Framework adapted for joint collaboration
- Governance: Management Board / GA
- Strong European dimension
EMF vision and missions

1. Sharing strategic thinkings and ideas at EU level
   The contexts are different: we learn from each other
   Constant reflection on our respective environment

2. Exchanging of views in terms of creativity
   to collectively address messages

3. Setting up concrete joint projects
   EMF is action-oriented

4. Creating sustainable economy of scale costs

5. Creating EU added value
What is vital in the EMF

1. A same European approach for promotion beyond our cultural specificities
   → our differences create new synergy
   One and one equals three

2. All decisions based on consensus
   → regular meetings (8 two-day meetings/yr)

3. Solidarity between small and big countries within the EU and economy of scale for all
Joint multi country projects

1) ‘Milk, nutritious by nature’
   A multi country stakeholders campaign on the nutrient richness of milk
   • A 6-year project 2011-2017
   • Financed 100% by own funds
   • The core of the EMF
     → BtoB 8 countries

2) Milk, a force of nature, 2013-2015
   → BtoC 7 countries

3) Cheese up your life, 2015-2017
   → BtoB and BtoC 4 countries

4) Milk Moments TBC
   → BtoC 5 countries
Every year Common roadshows of scientific seminars in 3 countries

Scientific joint Symposium within international and European congress on nutrition and health

1. IUNS Granada, sept 2013
2. Osteoporosis International Congress, Milan 2015
3. FENS, Berlin 21 October 2015

Scientific brochure
An example of a join collaboration on a concrete ground

Same strategy:

• one common European film
• adapted to each markets
• Planning production TVC 2013:
  15 meetings/call in 3 months

We all are different!

Same for each tools
One concept, one common film with market adaptations to increase the impact

Sportive personalities

Denmark  Sailing

Belgium surf and natation

France: Gaël Monfils Tennis

Film France Year 2
Film Belgium yr 2
Film Ireland Year 2

Ireland and Northen Ireland Natation
Cheese programme

An European agricultural product with local heritage

France  Denmark  Ireland  UK/Northern Ireland
1. Internal markets: the European Milk Forum (EMF) a multi country pan european approach

2. Third countries: example of new tools to explore new markets
   USA
   Korea
Cheese Girls’ Club
A passion for cheeses
A kind of Parisian charm!
A group of women

• Who combine elegance with a passion for cheese.

• Who share their passion for cheeses loud and clear, with no hesitation to defy fear of fat and dietary correctness.
Mecanism

- Recruitment of media personalities, spokespersons of the club (cheesemakers, chefs, restaurateurs, actresses, TV presenters, sports stars etc.)

- Wider recruitment of amateur European cheese lovers (general public)

- Animation of gastronomic and cultural events based around European cheeses and their culture of new consumption patterns
A EU co funded European tool used for US market

- Highlight the identity, diversity and culture of European cheeses

- Rally the support of KOL and ‘influencers’ to strengthen and modernise the image of European cheeses

- Create news and buzz around the statements made by female cheese lovers in the public eye
Actions such as an exhibitions or Pop Up events in New York
To promote European cheese in South Korea

A new strategy launched 2 months ago
Graphic creation and adaptation
<table>
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<th>DISPOSITIF 2015-2017</th>
<th>Consumers Events</th>
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<td>Retail Outlets</td>
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<td>Press conferences / Press release / Cooking Workshops / Press Lunch</td>
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<td>Digital strategy</td>
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Choose and appropriate the European Cheeses
Korea

The European Cheese Week in Seoul / leaflet

30 restaurants partners / consumer event October 2015
Thank you