Polish experiences on promotion of dairy products

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POLISH CHAMBER OF MILK (PCM) – MAIN AIMS

• promoting and building of the image of Polish dairy sector on the domestic and global market

• informing and educating of children, teenagers and adults about milk consumption while publishing books, organizing events, presenting of films

• increasing of milk consumption among young generation

• cooperating with numerous institutions and organizations in the country and abroad (European Commission, Agricultural Market Agency, Milk Promotion Found etc.)
Promoting Actions Taken by Polish Chamber of Milk

I Am Crazy about The Milk

European Dairy Treasures
www.trademilk.eu
I AM CRAZY ABOUT MILK

Mam kozą na punkcie mleka

- **3 years campaign:** September 2012 – September 2015
- **Budget:** about 2.5 mln EUR net
- The Campaign is managed by Polish Chamber of Milk and Polish Federation of Cattle Breeders and Dairy Farmers
- Funded by the European Union Funds, Republic of Poland Funds and Milk Promotion Fund
TARGET GROUPS

Children
  - Primary school pupils
  - Secondary school pupils

Mothers
  - Age: 28-50
  - With children in school age
I AM CRAZY ABOUT MILK

**Assumption:** educational and informational Campaign promoting nutritional and health values of milk and milk products on Polish market

**Main Aims:** increasing awareness of target groups about nutritional and health values of milk and its products
EVERY SCHOOL WHICH WAS REGISTERED IN THE PROGRAMME OBTAINED EDUCATIONAL MATERIALS (BROCHURES FOR CHILDREN, TEACHERS AND PARENTS) AND POSSIBILITY TO TAKE PART IN CONTESTS WITH PRECIOUS PRIZES.

DAIRY TEAM COUNTS 263 000 CHILDREN FROM 2 500 SCHOOLS.

WE DISTRIBUTED NEARLY 540 000 EDUCATIONAL MATERIALS

THE PARTICIPATION IN THE PROGRAMME WAS FREE FOR ALL

Some facts:
• **Target group:** primary, secondary school pupils, patents, teachers

• **Actions taken:** www platform, milky lessons, family picnics, picnics with stars, celebrities, publishing of two books, contests with prizes

• Internet Promotion

• Cooperation with experts and media

• Press campaign
TRADE MILK – EUROPEAN DAIRY TREASURES

- **3 years campaign:** July 2014 – June 2017
- **Budget:** 1 949 057,00 EUR net
- **Partners:** Polish Chamber of Milk, Polish Federation of Cattle Breeders and Dairy Farmers
- **Main Aims:** The Programme promote and inform about selected European dairy products: flavoured milk, powdered milk, yoghurt, ripened cheese
Target groups:

Indirect receiver: distributors, shopping centre, representatives, wholesalers and media representatives
Numerous publications on the Website, press releases
Internet Promotion
Cooperation with experts and media, films
TRADE MILK

**Actions taken:** www platform, The Participation in fairs SIAL in China – 6 May 2015, own stand, „TRADE MILK App”, press breakfast

**Main difficulties:** very long reference period and high level of bureaucracy
THANK YOU FOR YOUR ATTENTION!