

LED BY

# CONSUMERS & INSIGHTS



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# SCIENCE & TECHNOLOGY



ARLA INNOVATION CENTRE



Hjedding Dairy

1882



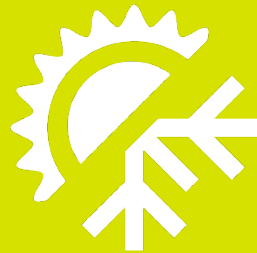


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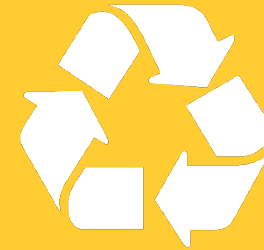
People in 2050



**FOOD  
SHORTAGE**



**CLIMATE  
CHANGE**



**FINITE  
RESOURCES**

# Trends shaping the future of food



**Eat  
natural food**



**Eat  
healthy**



**Eat  
sustainably**

Arla Vision

**Creating the future of dairy  
to bring health and inspiration  
to the world, naturally**



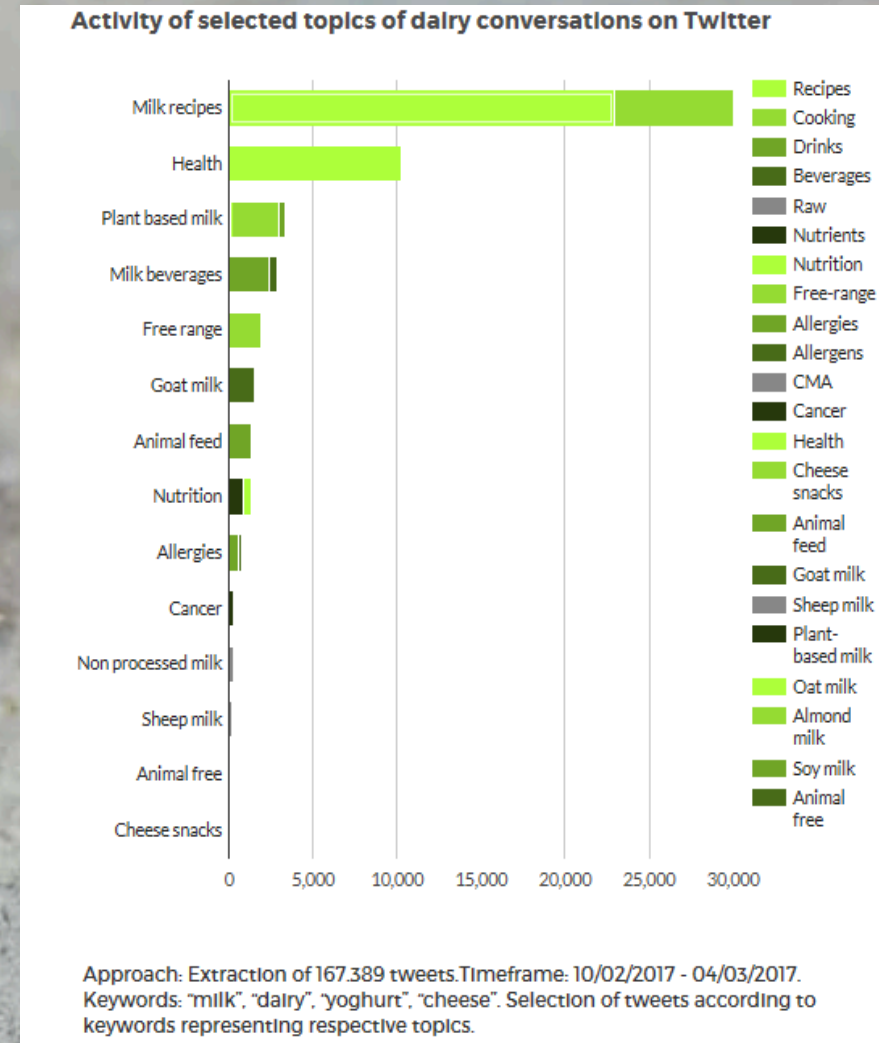


# Future of dairy: A paradigm shift in dairy production systems is anticipated – Consumers

- Animal welfare is a particularly key consideration for many British consumers, with Mintel research showing that 74% of adults listed this as the leading signifier of what makes an ethical company
- “The take-home message is that the dairy industry is changing to meet consumers’ expectations for improved health and well-being of dairy animals, while at the same time increasing food production in a sustainable manner. The solution is not to turn back the hands of time, but instead combine advanced technologies with modern production practices,” commented Matt Lucy, PhD, Editor-in-Chief, *Journal of Dairy Science*, and Professor of Animal Science, University of Missouri, USA



Dairy conversations in social media



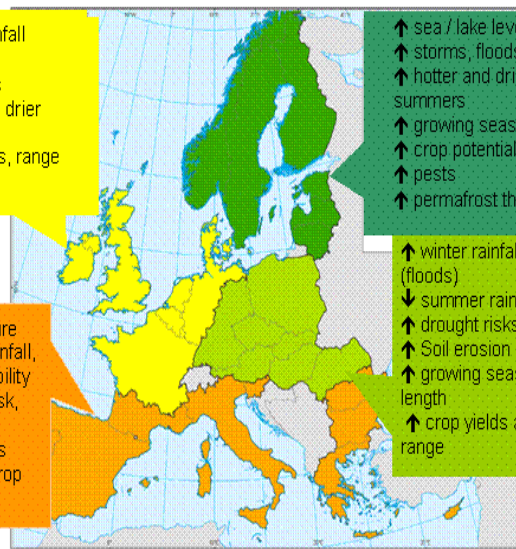
# Future of dairy: A paradigm shift in dairy production systems is anticipated – Environment

Climate change will rewrite the map for European dairy production



↑ winter rainfall (floods)  
↑ sea levels  
↑ hotter and drier summers  
↑ crop yields, range

↑ temperature  
↓ annual rainfall, water availability  
↑ drought risk, heat stress  
↓ crop yields  
↓ suitable crop areas



↑ sea / lake levels  
↑ storms, floods  
↑ hotter and drier summers  
↑ growing seasons  
↑ crop potential  
↑ pests  
↑ permafrost thaw

↑ winter rainfall (floods)  
↓ summer rainfall  
↑ drought risks  
↑ Soil erosion risk  
↑ growing season length  
↑ crop yields and range



<http://ec.europa.eu/agriculture/envir/index>

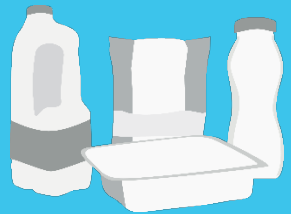
**Systems analysis approach to dairy farming:  
farm economy and environment**



# How we plan to address these trends



**NEW  
PRODUCTS**



**NEW  
PACKAGING**



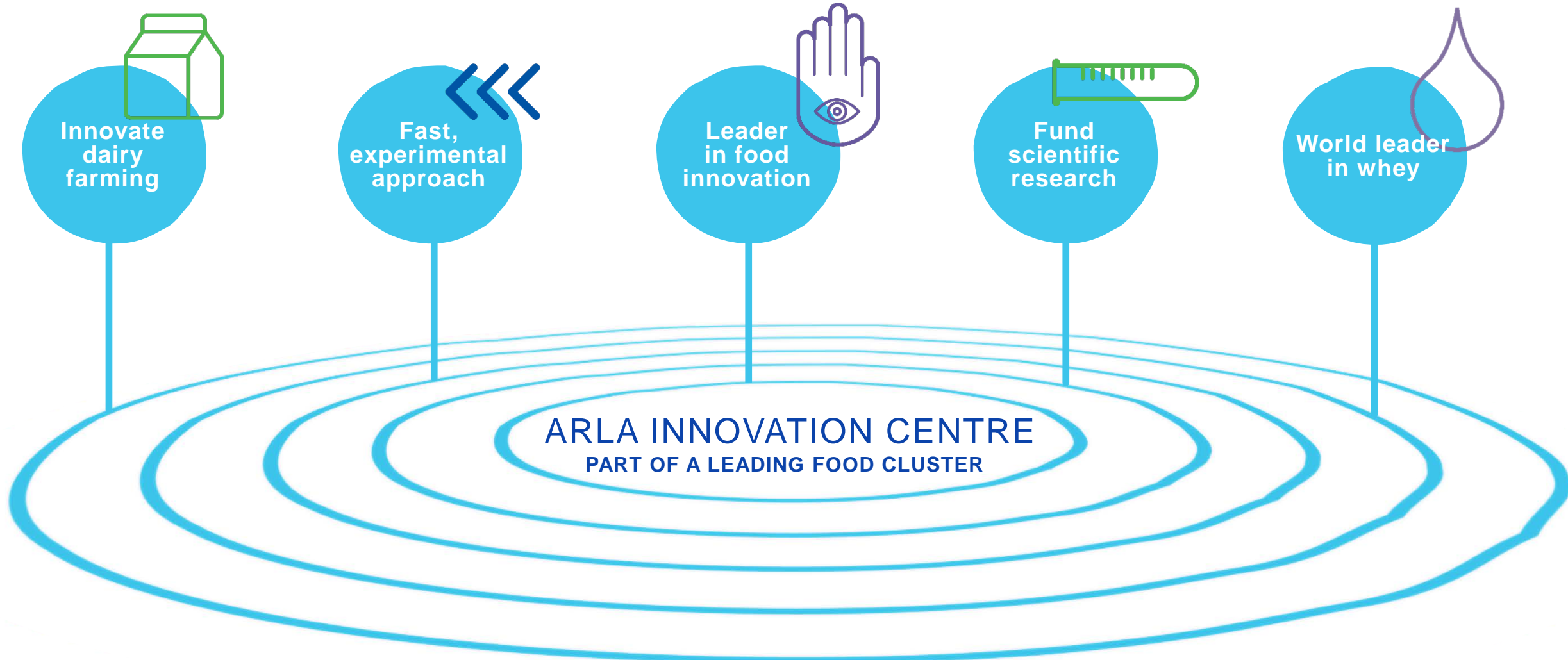
**NEW  
FARMING**



**NEW  
DISTRIBUTION**



# The future of dairy demands **world-class innovation**



# The fastest growing food cluster in Europe





# Types of food innovation





# Types of food innovation





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