



"It is important to strengthen the position of dairy as an essential ingredient in a healthy diet."

European Dairy Association Secretary General Joop Kleibeuker



PLUS: Dairy brings out the stars

SPECIAL REPORT

Liquid milk

**INSIGHT** 

Cheese production & packaging

**EXPERT OPINION** 

Water management

PLUS worldwide product innovation, industry and ingredients news

## Inside this issue

The editor's view

**Dairy Innovation** Editor Geoff Platt has spotted that milk is turning green.

Innovations

New products in the dairy world, from drinking milk through to yogurt, spreads, cheese and ice cream.

Innovation extra

Zenith International Market Analyst, Laura Knight, reports on dairy snacks.

Dairy business

News and views from the world of Dairy Innovation.

For regular industry news updates, visit www.foodbev.com/dairy

Marketing watch
Stars on both sides of the Atlantic supporting milk.

Event preview
Upcoming events in the dairy industry.

Zenith International Water & Environment
Director Dr Ric Horobin discusses water
management for dairy.

Dairy tech focus

Dairy Innovation technical news section.

Zenith International Dairy Consulting Director
Kevin Bellamy gives his thoughts on PepsiCo's
move into Russian dairy.

Marketplace

Dairy Innovation products and services guide.

41 Advertisers' index.

Final word



19 COVER STORY

#### European Dairy Association

The **EDA** is helping to strengthen the position of dairy.



SPECIAL REPORT

### Liquid milk

Processing, packaging, ingredients, marketing.



29 INSIGHT

# Cheese production & packaging

The latest on cheese making machinery and packaging.



FOCUS

## Ingredients, colours, flavours

Trends, developments and news.