

Building a Dairy Roadmap

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What is a product roadmap?

A product roadmap is a tool to help us better understand the environmental and, in some cases, wider sustainability impacts of a particular product and the ways in which these impacts can be mitigated. The roadmaps aim to:

- identify the impacts that occur across each product's life cycle
- define a vision for each product to help address its impacts and make it more sustainable
- set out a course of action - comprising short, medium and long-term measures aimed at the life cycle stages generating the highest impacts - to achieve that vision

Ten Roadmaps

- Clothing
- Domestic Lighting
- Electric motors
- Fish and shellfish
- Milk
- Passenger cars
- Plasterboard
- TVs
- Windows
- WCs

Milk Roadmap

Deals with milk from farm to the consumer, in fact even wider: pre-farm (fertilisers etc) and wastage by the consumer and disposal of packaging.

Aim is ambitious:

- Look at all impacts, not just carbon
- Minimise these where possible

A living document

A document which is owned and used by the dairy industry, not simply filed and forgotten.

A document whose targets are monitored by industry, but without a major bureaucratic burden.

A document whose targets are modified as necessary in future.

A document permitting a dynamic, innovative, profitable dairy industry.

Scope

- Document focuses only on liquid milk
- Covers life cycle from inputs (fertiliser and feed) to consumption and waste
- Document does not seek to predict or advise on size of dairy industry
- Does not tell industry or consumers what is “best” or that they should do “XYZ”

The Vision for 2020

“Achieving sustainability by working to improve the environment while prospering in a free competitive market place through the supply of safe, healthy and nutritious foods.”

How do we judge its success?

If it convinces sceptics that the dairy industry is:

- Committed to improving the environment
- Participating fully in tackling climate change
- Supplying safe nutritious foods and contributing to the nation's prosperity.

On Farm

- Sets out background/context for farming sector
- Highlights current initiatives e.g Environmental Plan for Dairy Farmers, Farming Futures, Climate Change Taskforce
- Recognises that more can be done and sets actions
- Recognises drivers and limitations – e.g. profitability

Processing

- Sets out background/context for processing sector (eg how many dairies, what size)
- Examines key issues for processing – e.g. energy consumption, water consumption, and waste.
- Recognises existing initiatives (e.g. Environment Agency Sector Plan and FISS)
- Looks at what more can be done

Retail and Consumption

- Sets context – e.g. how much we consume, in what way
- Looks at main impacts from consumption – e.g. waste, recycling rates.
- Recognises environment as a driver for future consumption
- Recognises existing retail initiatives (e.g. Asda's work on transport miles, Tesco's Sustainable Dairy Project, Sainsbury's Dairy Development Group)

The Targets

Examples of Short Term Actions: by 2010

- 65% dairy farmers actively nutrient planning
- 30 dairy farms piloting on-farm Anaerobic Digestion
- All processors will meet or beat energy and CO₂ reductions of the sector Climate Change Agreement.
- All major retailers should consider the use of technological interventions to reduce CO₂ emissions associated with transport of liquid milk

The Targets

Examples of Medium Term Actions: by 2015:

- 65% of dairy managed farmland entered into Environmental Stewardship Schemes
- 20-30% of producers trialling new technologies to reduce emissions from cattle
- Every liquid milk processing site with gas-fired boilers over 2MW will use low NOx burners.
- All large liquid milk sites will implement a carbon management programme
- All major retailers should explore options to increase the amount of recyclate used, and encourage recyclability, in product packaging

The Targets

Examples of Long Term Actions: by 2020:

- 20 – 30% reduction in GHG from dairy farms
- 70% of non-natural waste is recycled or recovered
- Milk processors will reduce water use of 30% against 2007 baseline
- 50% recycled material in packaging materials
- All major retailers will ensure that all new stores built between now and 2020 emit less carbon than an equivalent store in 2007.

Government Supporting Actions

- Encouraging wide scale take up of environmental improvement measures amongst dairy farmers
- Provide support through investment in sustainable energy projects and infrastructure
- Developing a standard carbon methodology
- Considering ways of supporting change through a review of planning restrictions on new infrastructure with environmental benefits
- Reviewing best practice for water recycling techniques/technologies

Review and Monitoring

- Dairy UK to produce annual Environmental Report
- Each link to undertake monitoring and control
- Sustainable Consumption and Production Taskforce to reconvene in plenary in autumn 2008 to discuss need for adjustment to evidence base and/or targets
- Status as a Living Document stressed throughout text

Milk Roadmap

- Launched on 2nd May by Lord Rooker, Minister of State for Environment, Food and Rural Affairs
- Document available on Defra website

The Dairy Supply Chain Forum's Sustainable Consumption and Production Taskforce has been chaired by Dairy UK and draws membership from the following organisations who have worked in partnership to develop the Milk Roadmap:



The Milk Roadmap

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Produced by the Dairy Supply Chain Forum's
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