

# The Milk Roadmap

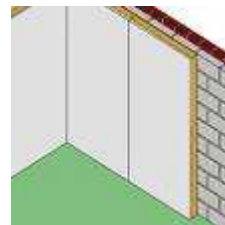
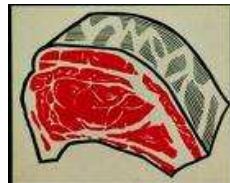
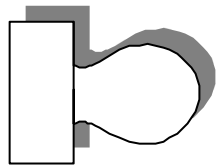


# What is in a Roadmap?

- Where are we now?
- Where are we heading?
- Where do we want to be?
- What are the barriers to getting there?
- What are the policy interventions required? Short, medium and long-term.

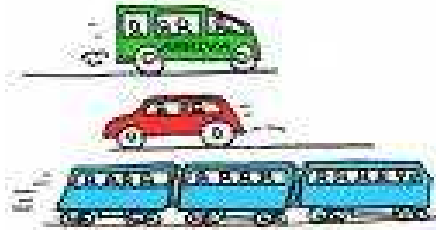
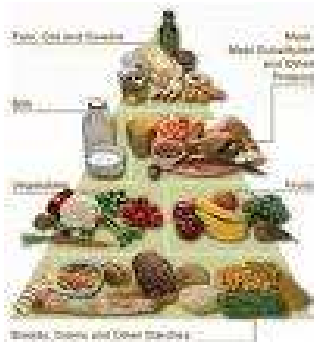
# Why now – and why milk?

- Report from the Sustainable Consumption Roundtable in May 2006
- Other roadmap candidates:



# Why these products?

- ten products chosen from priority product areas:

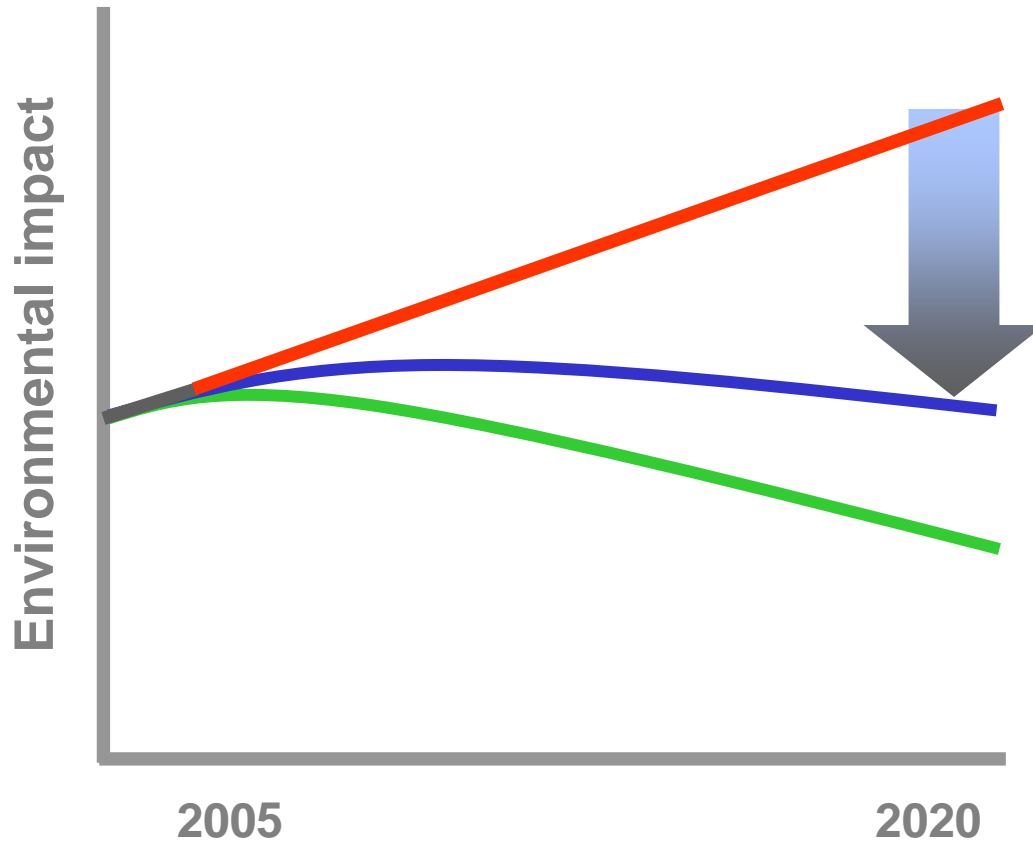


Milk: limited trade, base for other products

# Advantages of roadmap approach

- Includes impacts of UK consumption
- Includes embedded emissions
- Identifies points of maximum impact;
- Collaborative approach with whole supply chain
- Stakeholder involvement: all have role, and ownership of actions

# Roadmap summary



1. Outcome without further policy intervention

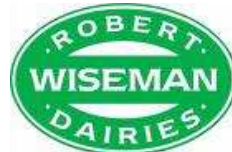
4. Roadmap actions

3. Achievable outcome, agreed with all stakeholders

2. Best possible outcome through best eco-products and comprehensive policies

# How is the Milk Roadmap being developed?

- Dairy Supply Chain Forum
- Sustainable Consumption and Production Taskforce:



# Who is involved?

- Defra leading (Milk Team working within Food Chain Programme)
- Other Government Departments
- Wide range of stakeholders
- Consumers and general public

# Timescale

- Publication in Spring 2008
- Long-term vision and medium/long term actions (to 2020/2025) but...
- ...will contain *some* 'quick wins'

# Emerging Findings....

- Significant impact areas include:



**Fertilisers**



**Feed**



**Transport**



**Waste**

**But also.....**



**Consumer  
Behavior**

# Emerging potential actions.....

- Potential for new technologies?
- Feed composition?
- Distribution networks?
- Promotion of longer life, filtered product?
- Changes to sell-by/use-by requirements?
- Recyclable containers/pouches?
- Consumer education?

# How might a Roadmap approach for goods and services be useful....

- For other goods and services?
- In Italy?
- In Europe?
- Globally?