



FrieslandCampina [www.frieslandcampina.com](http://www.frieslandcampina.com)

# The goodness of milk



*Handwritten green text, possibly a signature or brand name.*

# One of Mother Nature's miracles



It's heart-warming to see cows grazing peacefully in a pasture with lush green grass. The part of this scene we don't see, however, is just as wonderful, being that these ruminating cows are converting the grass into one of the richest possible foods: milk! No factory can do what they do. Milk is not only delicious, it also contains indispensable, essential nutrients that our bodies need to function, such as proteins, vitamins B2 and B12 as well as minerals, such as calcium. Nature alone can provide us with all this and if this is not a miracle, what is?







# A glass of milk: so ordinary and yet so special!

## From grass to glass

Grass is an unusual plant. It grows very well in all kinds of areas, including on farmland that is less suitable for growing crops, such as grain. Grass is also naturally rich in nutrients. The only problem is that humans cannot digest it.

Cows, however, can. It's a complex process. Cows chew, swallow and ruminate the grass until it's fine enough to be processed by their special digestive system. This is because cows don't have just one stomach, but four. Bacteria in the gastrointestinal tract help to break down the indigestible grass step by step, allowing the cow to benefit from the nutrients in the grass.

On modern dairy farms, too, the feed given to cows largely consists of grass and other forms of roughage that we humans cannot digest. They are also given feed concentrates that help them stay fit and healthy. These concentrates consist of a balanced mix of vegetable-based raw materials. Most of them are by-products of the food industry, such as residues from the production of fruit juice or sugar. We may not be able to digest these, but they're absolutely not a problem for our ruminant friends.

The cow converts them into milk. An unusual process is at work behind those patiently chewing jaws and inside that powerful round body. This process can't be imitated. It's pure nature!





# "We are ambassadors for milk"

'The goodness of milk' is a key pillar of our route2020 strategy. Thanks to the natural wealth of nutrients in milk and the endless possibilities for its processing, FrieslandCampina can produce, innovate, exploit opportunities and achieve further growth. I therefore consider it to be of absolutely vital importance that we are all aware of how special milk is. What's more, milk is our connecting factor. Ranging from our member farmers to those who deliver our products to retailers, we're all busy with milk on a daily basis.

We have compiled the enormous volume of available scientific information on milk. This has even further increased our fascination for the exceptional properties and multifaceted nature of milk and yet, there's plenty we still don't know. Therefore it's good to keep reminding ourselves that milk naturally contains essential nutrients we all need each day in order to stay healthy. Of course, this automatically makes us think about the growing world population, the likelihood that nutritious food will become scarcer in the future and the role milk could play in tackling this issue. It goes without saying that we will continue to produce our milk and milk products in a sustainable way throughout the chain, from grass to glass.

With this special issue we want to extensively share again with you the special qualities of milk, enabling us to use this knowledge in our innovations, the marketing of our products, our contacts with governmental bodies and consumer organisations or ..... simply in your own neighbourhood.

Cees 't Hart, CEO FrieslandCampina

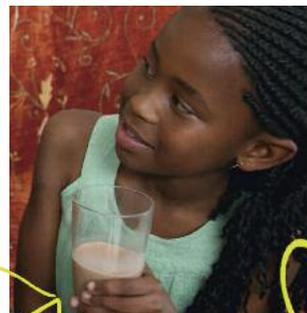


## My miracle

"Of course, cows initially produce milk to feed the calves. Interestingly, five-sixths of all the energy a cow takes in is used for producing milk. Many studies show that cow's milk is also good for people of all ages. It's one of the richest natural foods, full of nutrients that contribute to growth, development, maintenance and protection of our bodies. These include vitamin B12, a complex vitamin produced by micro-organisms in the cow's stomachs. A glass of milk is also a rich source of calcium, proteins and phosphorus. Mother Nature has bound calcium to milk proteins in a highly ingenious way to protect the cow's udder from calcifying. The great thing is that it is in fact this structure that makes it easier for us to absorb these minerals in our food. From indigestible grass to a glass containing valuable nutrients. Essentially, this is the miracle of Mother Nature in a nutshell."

Jan Steijns

Corporate Nutrition Scientist, Centre for Dairy Nutrition FrieslandCampina



# Good for your body



Breathing, moving, growing, playing, working and exercising: your body needs food to do all this. Our nutrition pattern has to be varied, since each bodily function requires its own specific nutrients. Milk provides fuel for all our daily activities and it generates nutrients for our muscles, bones and teeth. Additionally, milk is a source of vitamins B2 and B12 and so contributes to a good energy metabolism and nervous system. All in all, it is an excellent, varied and unique nutrient package. Therefore it is not a coincidence that milk is recommended as part of a balanced daily diet practically all over the world!





# An enjoyable way to care for your body

The special taste is reason enough to treat yourself to a glass of cool milk. As you're enjoying the taste, you're also looking after your body without perhaps even realising it. Actually, it's hard to imagine an easier way of taking in such a wealth of nutrients than by drinking milk or eating dairy products.

Milk is a natural source of substances that feed, fuel and foster. Proteins, calcium and phosphorous are the feeding materials in milk. Proteins are important for building and maintaining the muscles and for keeping the bones strong and the calcium and phosphorous in milk are important for healthy bones and teeth.

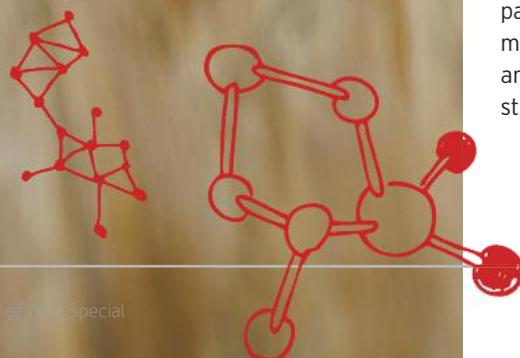
Of course, building and maintaining bones and teeth is essential for children growing up, but maintaining bones and muscles is also important to adults and older people who want to stay fit and healthy. One of the reasons is that the cells of all bodily tissue, including the muscles and bones, are constantly being replaced, regardless of your age!

Milk, however, offers more than 'just' proteins and calcium! It also contains sources of fuel in the form of milk sugars and proteins, plus a small amount of fat. These fuels deliver energy for all our vital functions, everything from breathing to digestion, growth and all our daily activities.

Substances that foster, such as certain minerals and vitamins B2 and B12, are essential for a healthy body. These B vitamins contribute to, among other things, energy metabolism and help reduce fatigue. They are also important for the nervous system.

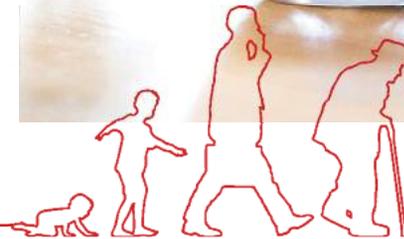
Due to its high nutrient content, milk can contribute to a healthy diet in every stage of life, whatever the nutrition pattern. Two to three servings a day is sufficient to make a large contribution to the recommended daily amount of essential nutrients. This is the natural strength of milk!

Substances  
that feed, fuel  
and foster



# Did you know that ...

- the proteins in milk contain all the essential amino acids and even in high quantities?
- vitamin B12 is only found in animal products, such as milk? This makes milk especially important to people who eat little or no meat.
- vitamin B12 contributes to our energy metabolism and the functioning of our nervous and immune systems?
- calcium is not just important for building bones and teeth, it's also needed for developing muscles and for the transmission of nerve impulses to the brain?
- the bones are strongest at the age of 30?
- a glass of milk (200 ml) provides the body with as much calcium as 365 grams of broccoli?



## My fascination

"I started working for FrieslandCampina as a Marketing Nutritionist in June 2011. One might say that from that moment on I was fascinated by milk. Of course, with 20 years of experience as a nutritionist, I was aware that milk is good for muscles and bones, but I'd never really thought about how rich it is in nutrients. Nutrients, energy, vitamins: they all occur naturally in milk. It comes straight from the cow, nothing is added. This makes milk really unique. Just a couple of servings of dairy a day is an easy way to give yourself a lot of the nutrients needed on a daily basis. Besides, milk tastes delicious too. Milk is pure. It has a neutral taste and can therefore be combined very well with other foods. To my mind, milk is somewhere midway between food and drink. It's like a drink that contains lots of food-like nutrients, so it is not to be compared with anything else."

**Anke Schlatmann**

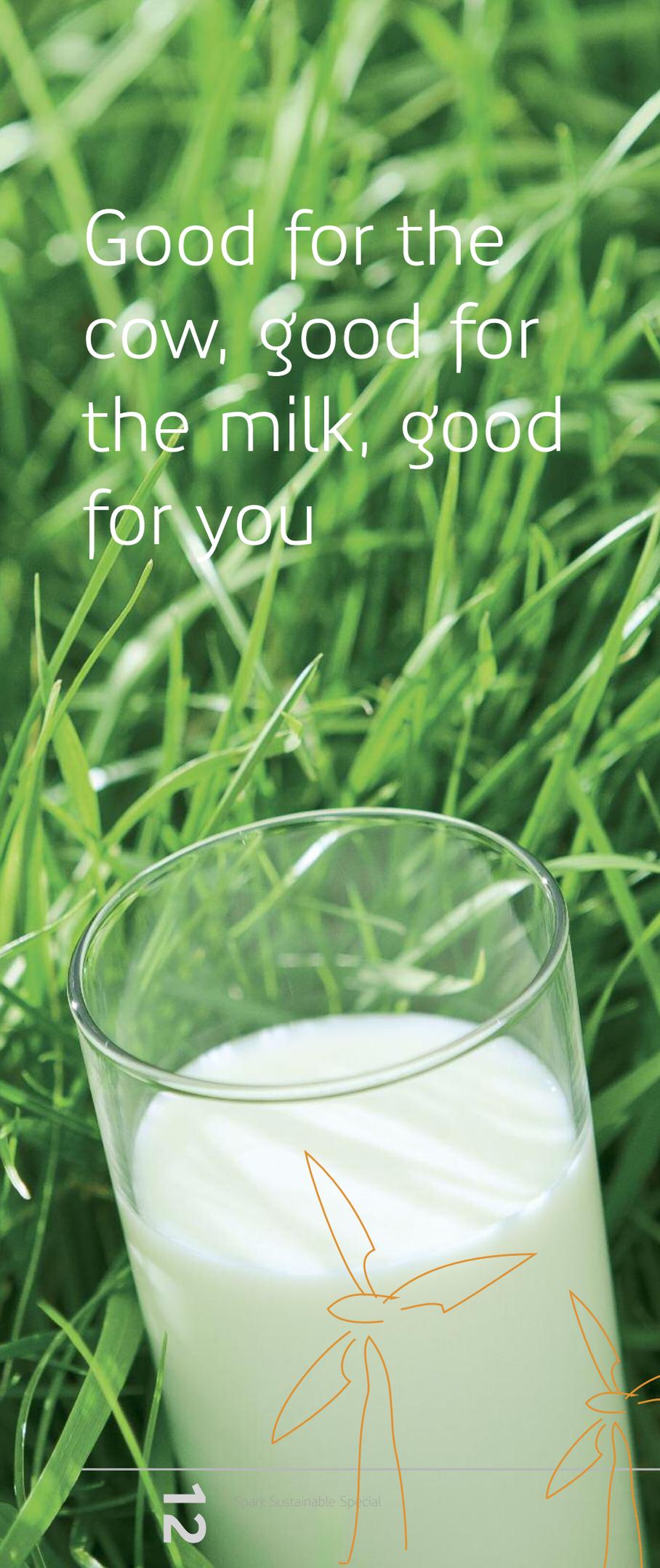
Marketing Nutritionist FrieslandCampina

# Looking well after our cows



Ultra-modern sheds, high-tech feeding and milking systems and advanced management programmes: one might think that today's farmers are more occupied with technology than they are with their cows. However, nothing is further from the truth. Just because of these modern techniques, Friesland-Campina's dairy farmers can give their full attention to their herds. They now know more about the health of their cows than ever before and the same applies to the feed their animals require. Healthy and happy cows give milk of the highest quality. Nobody knows this better than the FrieslandCampina dairy farmers and logically so, because cows are their passion!



A glass of milk is shown in the foreground, partially filled with white milk. The background is a lush field of green grass. Two stylized orange line-art flowers are visible in the lower half of the image, one to the left and one to the right of the glass.

Good for the  
cow, good for  
the milk, good  
for you

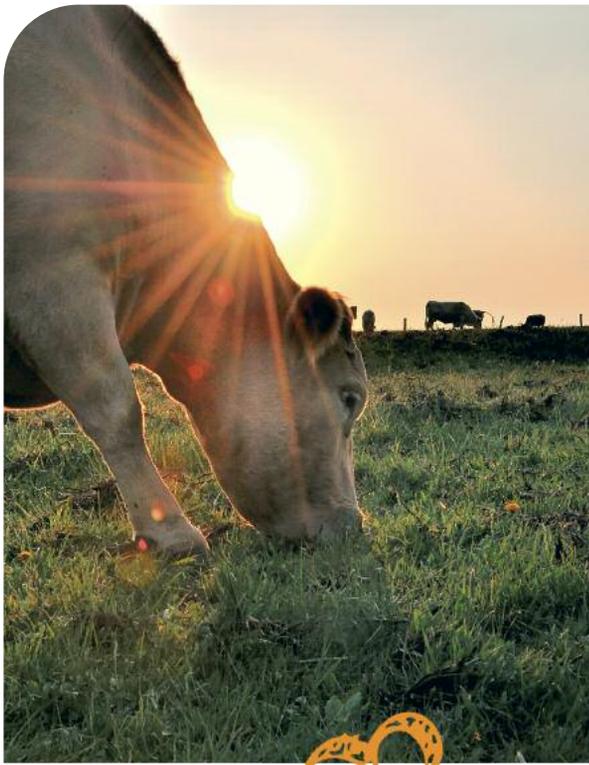
# Milk of the highest quality thanks to taking good care of the cows

Cows are the core of every dairy farm. Therefore it's only logical that dairy farmers should give their cows the best possible care. As well as being entrepreneurs, dairy farmers are also experts on cows. They know each individual animal, their characters, their parents and how much and what kind of milk they produce.

Dairy farmers observe their herds several times a day: when feeding, during milking and simply by walking among the cows in their sheds or when they're out grazing in the pasture. A dairy farmer will notice immediately when a cow is not ruminating, starts lagging behind when it's time for milking or remains lying in her cubicle for long periods.

Technology is also used to give the animals the best possible care. A transmitter on the cow's neckband allows the computer to distinguish each individual member of the herd. This ensures that every cow gets exactly the correct amount of concentrate and is led into the milking room at the right time for milking. Manure robots or slurry scrapers keep the floors clean, ensuring that the cow's claws remain healthy. Also, the cows love being 'massaged' by the automatic brush that starts rotating when they rub against it.

In addition, dairy farms give cows plenty of room to enable them to behave naturally; plenty of room to move, fresh air, comfortable cubicles and good feed. Apart from grass, the feed contains only natural vegetable materials. Our dairy farmers take good care of their cows and they are rewarded for their efforts!



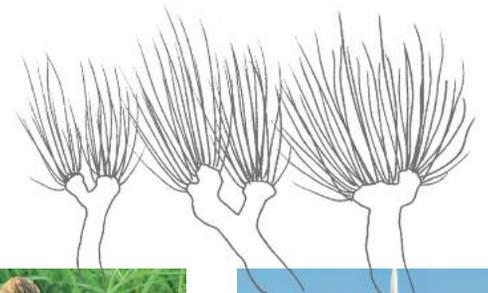
## My cows

“Cows must be given the opportunity to behave naturally. When they are in their sheds, they must be able to lie comfortably and eat when they feel like it. In the summer, they must be able to graze outdoors. We regard grazing as part of the cow’s natural behaviour and the locals enjoy seeing the cows out in the pasture.

We can clearly see how the cows are doing by just looking at them. A healthy cow has a nice shiny coat. However, not all is clearly visible. Therefore all our cows have transponders attached to their legs that send out signals to a computer. I receive a warning when a cow moves around less than it should, so I can intervene before the cow gets really sick. If we take good care of our cows, they’ll give us milk of a good quality in return. Of course, there is more to it than that. When an animal isn’t happy or healthy, this also hurts us in a way and we do everything we can to avoid this.”

**Koen Bolscher**

dairy farmer in Bornerbroek  
(185 dairy cows), who runs the farm  
with his parents.



## Sustainable

**FrieslandCampina stands for sustainable and responsible production throughout the dairy chain, from grass to glass. Obviously, the dairy farmers themselves make their own contribution by taking good care of their animals, the environment and their immediate surroundings. FrieslandCampina's dairy farmers are working on making their businesses even more sustainable through the joint Foqus planet programme.**

Dairy farmers literally need space for running their businesses. No one knows better than they do that this space must be earned. Using raw materials wisely and placing the smallest possible load on the natural environment is a vital prerequisite. Making optimum use of minerals and fertilizers is also high on the agenda. Many livestock farmers are also committed to maintaining and managing the landscape. They also fully invest in energy-saving technology. Moreover, a growing number of dairy farms generates their own energy through manure fermentation, windmills and solar panels mounted on the roofs of the sheds.



This sustainability programme also includes the health of the cows. Our dairy farmers want to minimise the use of veterinary medicines, which is why they emphasise prevention. Workshops are organised in which livestock farmers teach each other how to improve the condition of their cows’ hooves and udders. They help each other by sharing knowledge and experience. This yields nothing but benefits. The animals feel better and take fewer veterinary medicines, while the farmer’s costs go down and milk production goes up.





# "Milk is our lifeblood"

## The goodness of milk

Milk is cool, white, delicious and healthy. It is very ordinary and yet so special. In the route2020 strategy it was agreed that 'the story of the goodness of milk' needed to be clearly told again, not just within FrieslandCampina but also to people outside our company involved in food and nutrition, such as nutritionists. Obviously, we also want to communicate this message to our most important target group: the consumers!

We held a survey among consumers, key opinion leaders, nutritionists and health professionals in the Netherlands and Germany in 2011. This formed the basis for the story of milk, one of Mother Nature's miracles.

FrieslandCampina not only has a great product, it also has a great story to tell about it. "Our Milk Story is a wonderful story and we will be pleased to share it. Milk is the lifeblood of FrieslandCampina; it's our reason for existence," says Jan Bles, director of FrieslandCampina's Centre for Dairy Nutrition. "The story of milk has not been communicated well enough during the past few years, so we need to stir up the love for milk in ourselves and in our consumers again."

Everyone at FrieslandCampina can play a part in this. "As FrieslandCampina employees, we are all ambassadors of milk," continues Bles. "The Milk Story isn't just something we must tell the consumer, it's something we also have to believe in ourselves. It must be part of our company DNA." Therefore it's important that everyone knows the story and passes it on.

This special marks the start of this process, so it's certainly not the last time the story of milk will be doing the rounds at FrieslandCampina. More information on the Milk Story can be found on the intranet, including details of how FrieslandCampina intends to spread the message.

In 2011, a group of about a thousand marketers, product developers and nutritionists from FrieslandCampina attended a series of workshops on the goodness of milk in the Netherlands, Greece, Thailand, Malaysia, the United Arab Emirates and the United States of America. Other teams and departments were also given the opportunity to register for a workshop on the goodness of milk. After all, the Milk Story is everybody's story.





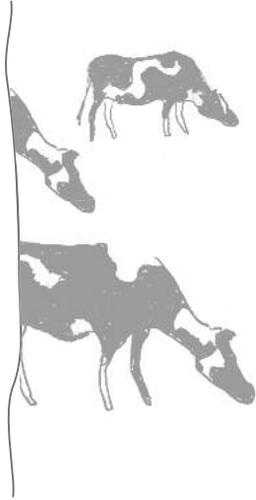
# Milk: our hero

When telling the Milk Story, we reserve a special role for the FrieslandCampina brands. Eventually, we want to convince the consumer of the goodness of milk with facts, of course, but above all with perception. We want to improve people's views of health, while rekindling their love for milk. Consumers need to regain their sense of the 'wow' factor in milk.

Three brands will start telling the story of milk this year, being Campina in the Netherlands, Landliebe in Germany and Dutch Lady in Asia. Consumers will be exposed to the goodness of milk through various channels, such as in advertising campaigns, on packaging and in the social media.

The emphasis laid on certain aspects of the milk story will vary for each brand and country. For example, when the cows are let out to graze in April, Campina will tell people about how much care our dairy farmers give to their cows. And when the new school year starts in August, Campina will increase its emphasis on the healthy properties of milk to encourage families with children to drink more milk during breakfast and lunch.

Landliebe and Dutch Lady have chosen an approach that fits in with their markets. Each brand will communicate the message in its own way and at its own pace. The overall aim will be the same though: tell the story of milk and hence show everyone how exceptional and valuable a product it is. After all, milk is not only one of the richest foods available, it's also a genuine hero!



## The story of milk worldwide

**Different markets and cultures call for different approaches. Themes that are important to consumers in Europe may not be important in Asia or vice versa. The same applies to the story of milk.**

In Europe, for example, the high level of care our farmers give to their cows is an important part of the story of milk. However, outside Europe it doesn't carry the same weight. Moreover, taking good care of cows points to the

naturalness of fresh milk. European consumers see this as a plus point, but in Asia long-life products are mostly used.

This particular milk story is focused on Europe. The next step is to devise a customised milk story for the other regions. Consumer research and interviews with opinion leaders will be used as input to ensure that our story about the goodness of milk is both relevant and applicable in all regions.



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