

Volume 2

Issue 24

18th December 2024



GDT Events Results

Trading Event	Tuesday, December 17 2024		
370	Change in GDT Price Index	Average Price	
	-2.8%	\$4,148	€3,951

Key Results

The average price/MT and index of each product.

Anhydrous Milkfat Price Index: -3.8% Average price per MT: \$7,267 €6,923	Butter Price Index: -0.6% Average price per MT: \$6,631 €6,317
Cheddar Cheese Price Index: -0.2% Average price per MT: \$4,682 €4,460	Lactose Price Index: +0.5% Average price per MT: \$915 €872
Mozzarella Price Index: -1.8% Average price per MT: \$4,033 €3,842	Skimmilk Powders Price Index: -2.9% Average price per MT: \$2,757 €2,626
Wholemilk Powders Price Index: -2.9% Average price per MT: \$3,890 €3,706	

The Dairy and Cheese Industry in 2025: Navigating Challenges and Embracing Opportunities

The dairy and cheese industry in the UK has always been integral to both our everyday diets and our national identity. From a comforting slice of cheddar to the indulgence of a rich brie, dairy plays a significant role in what we eat, how we celebrate, and even how we socialise. But as we approach 2025, the industry is on the precipice of change. The landscape is evolving, with new consumer expectations, environmental pressures, and market trends all demanding a shift. This article explores the challenges the UK dairy and cheese sector faces in 2025 and the steps brands must take to engage consumers and lead in this shifting environment.

Sustainability and the Growing Pressure to Adapt

If 2025 is to be a year of change for the dairy and cheese industry, sustainability will be at the heart of it. From dairy farming to production, the environmental impact of the sector is under intense scrutiny. With consumers increasingly looking for brands that prioritise sustainability, the dairy industry is facing a simple question: how can it continue to meet demand without compromising the environment?

We know that younger generations, particularly Millennials, are becoming more vocal about sustainability and the brands they choose to support. In fact, recent statistics reveal that over 70% of consumers under the age of 35 are more likely to engage with or buy from a brand that demonstrates a commitment to sustainability. For the dairy industry, this represents both a challenge and an opportunity. Consumers are no longer just looking for a good product—they're looking for a brand that aligns with their values.

The Dairy and Cheese Industry in 2025: Navigating Challenges and Embracing Opportunities (Cont.)

The dairy sector will need to find innovative ways to reduce its carbon footprint and embrace new, more sustainable farming practices. This might include everything from adopting renewable energy sources on farms to rethinking packaging and reducing food waste. Many cheese brands are already leading the way with more sustainable production methods, yet the bigger question remains: how do we bring these efforts to the forefront, so that consumers understand and appreciate them?

Navigating the Price-Sensitive Market

While sustainability is vital, it's not the only challenge facing dairy brands in 2025. The rising cost of living is creating a more price-sensitive consumer base. With inflation affecting almost every sector, dairy prices are climbing, and consumers are more careful about what they spend their money on. And in the face of competition from plant-based alternatives, like oat milk and vegan cheeses, how can traditional dairy brands justify their premium prices?

The answer lies not only in the product but in the story behind it. As much as consumers are focused on sustainability, they are equally concerned about quality, authenticity, and local provenance.

Dairy brands that can demonstrate value beyond the price tag—by showcasing their sustainable practices, supporting local farmers, or investing in animal welfare—will have an edge in a competitive market. While plant-based alternatives may be appealing to some, there is still a large, loyal audience who appreciate the richness and quality of dairy. These consumers are looking for more than just a cheap deal—they want to feel like they are making a meaningful purchase, one that supports their values.

The Health Debate: Rebuilding the Narrative

Health is an issue that continues to evolve in the public conversation. As more people adopt plant-based and dairy-free diets, the health debate around dairy products intensifies. With concerns about lactose intolerance, the rise of veganism, and the perception that dairy may be less healthy than plant-based alternatives, the industry must work harder than ever to educate consumers about the health benefits of dairy.

Dairy is rich in essential nutrients—calcium, protein, vitamins A and D—but this message often gets lost in the noise of plant-based alternatives.

The key lies in better education. Instead of shying away from the conversation, brands need to confront it head-on. This might mean partnering with nutritionists, dietitians, and health experts to advocate for the benefits of dairy, and to offer solutions for those with specific dietary needs, such as lactose-free options. It's about being transparent with consumers and showing how dairy fits into a modern, healthy lifestyle.

The Ethical Consumer and Transparency

Ethical consumerism is here to stay. Consumers want to know where their food comes from and how it is produced. In an era of increased transparency, the dairy industry must be open about its sourcing practices and production methods. Brands that can offer traceability—from farm to table—will likely earn greater trust and loyalty from consumers, especially those who are concerned about animal welfare and the environmental impact of production.

In 2025, the expectation is clear: brands must be honest and upfront about the provenance of their products. Whether it's ensuring that animals are treated well, using ethical farming practices, or reducing environmental harm, dairy brands need to go beyond the product itself. They need to offer an insight into the process.

This is particularly relevant as consumers increasingly demand more transparency around packaging and the overall environmental impact of products. As part of the ethical narrative, brands should ensure their packaging is sustainable—whether that's recyclable or made from biodegradable materials. This small change can have a huge impact on consumer loyalty, especially among younger shoppers who are highly vocal about the brands they choose to support.

The Path Forward: Educating and Engaging the Consumer

The future of the dairy and cheese industry in the UK lies in its ability to adapt to changing consumer attitudes, environmental demands, and market pressures. In 2025, the most successful dairy brands will be those that are not just selling a product but are part of a broader narrative—one that includes sustainability, health, and ethics. The key challenge will be educating consumers about these values while delivering high-quality products that justify their price. By focusing on consumer education and transparency, brands can build trust and loyalty, creating a meaningful connection with their audience. The future of the dairy industry lies in its ability to adapt to these shifting expectations and remain true to the values that made it an essential part of our daily lives.

Ultimately, it's not about getting ahead of trends; it's about leading with purpose.

Source: The Dairy Mail

South American farmers hail Mercosur-EU deal, wary of fine print

South America's agricultural sector, a key source of global food, celebrated on Friday as the regional Mercosur bloc and the European Union struck a free trade agreement, though farmers said they wanted to see the small print of the deal. The agreement was reached after 25 years of negotiations, in Uruguay's capital, Montevideo, that were attended by the President of the European Commission, Ursula von der Leyen, and the leaders of Argentina, Uruguay, Paraguay and Brazil, the four member states of the South American bloc.

The deal still faces a lengthy process to be ratified and go into effect, which could take years. It could get blocked with France a staunch opponent, in part over fears of increased South American farm goods arriving in Europe.

"Any market opening is favourable, I think it's an opportunity, but you have to look at the fine print, what the conditions are," Carlos Castagnani, president of the Argentine Rural Confederations, told Reuters.

"We have to ensure that our way of producing is respected."

Argentina is the world's top exporter of processed soy, the no. 3 for corn, and a key supplier of wheat and beef.

South American farmers and exporters are keen to have greater access to the huge European market. However, fears that environmental clauses will limit trade and opposition from some EU countries to the agreement have dampened expectations.

Among the European demands are limits on the use of genetically modified seeds and deforestation, which have been common practices in South America in recent decades.

Argentina's grain exporters and processors' chamber CIARA-CEC said that while the agreement was a positive step for the bloc, its real impact would not be immediate.

Products such as oil or biodiesel, will only see significant tariff reductions starting in seven to ten years, CIARA-CEC president Gustavo Idigoras told Reuters.

Argentina was over a decade ago the world's largest supplier of biodiesel but was hit badly by European tariffs and other protectionist measures.

The agreement is important for South America's producers to stay competitive, with major economies around the world threatening protectionist policies, said Pedro Galli, member of the Rural Association of Paraguay, a key soybean exporter. However, Hector Cristaldo, president of the Union of Production Guilds, the main association of Paraguayan soybean producers, called for calm as the final text gets finalised and emphasized the complexity of the process that awaits the deal.

Source: Independent

Maker of Bovaer methane-reducing cattle feed additive labels product concerns 'fake news'

The cattle feed additive Bovaer been the subject of backlash and conspiracy theories on social media after plans were announced to trial it in the UK.

Farmers in Australia already use it to reduce methane emissions from their cows.

The makers of Bovaer, as well as Coles and Meat and Livestock Australia, say the supplement has been widely tested and is safe to continue using.

Australia's peak livestock body has assured consumers a supplement fed to cows to reduce methane emissions is safe, after the product became the centre of a social media storm.

The supplement Bovaer found to reduce emissions from cattle burps and flatulence by up to 90 per cent, is used by Australian cattle farmers who produce Coles's "carbon-neutral" beef.

Methane is a powerful greenhouse gas, which, according to the United Nations Environment Programme (UNEP), is 80 times more potent at warming than carbon dioxide over a 20-year period.

Coles launched the carbon-neutral beef range last year but is now facing backlash on social media.

The controversy began overseas following an announcement last month that the UK's largest dairy co-operative, Arla, had partnered with supermarkets to trial Bovaer.

Posts about the product's safety, and even some conspiracy theories about Bill Gates, began to spike in the days following the announcement with their influence now being felt in Australia.



Maker of Bovaer methane-reducing cattle feed additive labels product concerns ‘fake news’ (Cont.)

Bovaer has been authorised and is available for sale in more than 65 countries, including Australia.

Its owner, the Swiss-based DSM-Firmenich (DSM), said the claims on social media about its products safety on were “fake news”.

Bovaer senior vice president Mark Van Nieuwland told the ABC the product had been tested widely.

“For example, the European Food Standards authorities or the UK Food Standards look at the evidence collected over the years [and] assess that independently,” he said.

“There’s even a public comments period to this, and then [they] come to a conclusion, and they all concluded the product was safe.”

Produced by combining nitrate and alcohol, Bovaer is included in feed at a ratio of 1 gram to 20kg.

DSM advises that if used as recommended, Bovaer is not present in the food chain.

“The nitrate and alcohol, which we combine, are already part of the digestive system of the cows, so therefore that’s the reason why you don’t find the active ingredient back in milk or meat,” Mr Van Nieuwland said.

He said the product had been reviewed in 150 scientific studies around the world and has been used commercially with no reports of any impact on cows or humans.

“It has been in the market for two-and-a-half years, across geographies, and probably 200,000 to 300,000 cows globally, both dairy as well as beef,” Mr Van Nieuwland said.

He said the social media campaign against Bovaer started last week in the UK.

“This kind of misinformation is really, really annoying,” Mr Van Nieuwland said.

Michael Crowley, the managing director of industry body Meat and Livestock Australia (MLA), defended the product in a statement to the ABC.

“MLA has spent more than \$1 million studying Bovaer over three projects in partnership with industry and universities,” the statement read.

Mr Crowley said MLA had consulted with the Australian Pesticides and Veterinary Medicines Authority and the Department of Agriculture and Fisheries on all required approvals for its research.

The CSIRO, University of New England, University of Queensland, and South Australia Research have all conducted research on Bovaer in Australia, with some studies finding it can reduce a cow’s methane output by up to 90 per cent.

One of Australia’s largest privately owned feedlot and cattle management companies, Mort & Co, trialled Bovaer in 2022 and found the additive was safe and no traces remained in its cattle’s meat, fat or kidneys.

Mort & Co sustainability manager Brad Robinson said the company chose not to continue to use Bovaer because there was no commercial gain, due to limited demand for low-carbon beef.

But with national and industry deadlines for emissions reductions targets looming in 2030, Mr Robinson said cattle producers would eventually turn to methane-busting feed additives.

“Methane is a large global greenhouse gas that we need to be able to control,” he said.

The US Food and Drug Administration approved Bovaer and said it was “expected to pose low risk to humans or animals under the conditions of its intended use”.

The UK Food Standards Agency assessed the cancer risk and noted that the chemical was associated with some benign tumours in rats in some studies.

DSM said that study involved much higher doses than they recommended for animals and the agency found no evidence it affected humans or cows, and Bovaer was considered safe.

Mr Chesworth remains sceptical about the research and is worried about possible side effects on his cows.

Beef and dairy producers across the country are posting messages on social media to distance themselves from the product.

University of Melbourne professor of carbon farming Richard Eckard, who leads the Carbon Research Centre for Net Zero Agriculture, said it was doubtful that “consequential levels” of Bovaer would enter the human food chain.

“The likelihood of the active ingredient reflecting in the milk is highly unlikely given its rapid breakdown in the rumen,” he said.

In a statement, Coles livestock sustainability and innovation manager Maria Crawford pointed to the 150 studies in Australia and overseas and said Bovaer was considered safe and effective.

“Bovaer has been extensively researched over the past 15 years and approved by leading food safety organisations, including Food Standards Agency (UK) and the European Food Safety Authority (EU),” she said.

“We were very encouraged by the results of our Bovaer trials and have used the findings to introduce the supplement to some of our beef suppliers to help them lower emissions on farm and help to reduce our scope 3 emissions.”

Source: ABC Rural

Farmers protest in central London in protest of 'tractor 'tax'

Hundreds of tractors blocked streets in central London on Wednesday, the latest protest by farmers against the government after it ended an exemption from inheritance tax for agricultural families, reported Reuters.

The measure, dubbed the "tractor tax" by critics, was introduced by the government to boost funds to pay for strained public services, but farmers say it will destroy family farms and reduce food production.

Farmers lined their tractors up close to the Houses of Parliament on Wednesday, hoping to convince the government to change course, or face escalating protests.

"It's the final nail in our agricultural coffin," farmer Gareth Wyn Jones told Sky News, standing in front of rows of stationary tractors as protesters held up signs saying, "No Farmers, No Food, No Future".

Farmers say their income has been squeezed over the years by Britain's competitive supermarket sector, cheap imports from abroad and subsidy cuts following Brexit.

The passing down of farms through generations was previously tax-free but in October the government said farmers would be subject to a tax from 2026. Protests in different parts of the country swiftly followed.

The biggest was in mid-November when 13,000 people gathered in Westminster, including Britain's most high-profile farmer Jeremy Clarkson, the former Top Gear presenter whose programme Clarkson's Farm is one of Amazon's top UK shows.

The government has repeatedly said there will be no U-turn on the inheritance tax policy.

Environment minister Steve Reed said the government was working to help farmers via rural support schemes.

"We are focused on supporting our farmers, supporting rural economics growth and boosting Britain's food security," he said in a statement on Wednesday.

Under the new inheritance tax rules, from 2026 a 20% tax will be paid on the value of a farm above 1 million pounds.

Existing personal allowances, which a married couple can combine, takes the threshold for a farm and associated property up to 3 million pounds.

Source: The Pig site



AWAT Consulting

Operations & Manufacturing Consultancy

We are able to offer services in

- Short Term Manufacturing & Operations Management (Food Industry)
- Project Management (Dairy & Bakery)
- Equipment Sourcing
- Equipment Disposal
- Dairy Ingredient Sourcing
- Feasibility Studies
- Industry Studies (Dairy & Bakery)
- Process Design (Dairy & Bakery)
- Recipe Product Design & Trouble Shooting (Cheese)

AWAT Consulting Ltd 146 Leet Street
Invercargill 9810 atrevis@xtra.co.nz
NEW ZEALAND

AWAT Consulting
M: +64 (021) 0790517



Operations & Manufacturing Consultancy
atrevis@xtra.co.nz
www.awatconsulting.com

The Australian dairy industry is in many ways sitting in a vastly different position compared to last season.

The December 2024 Situation and Outlook report highlights that on-farm profitability remained strong in the 2023-24 season.

Since then, farm gate milk prices have lowered, while increasing margin pressure for dairy farming businesses, the price competitiveness of Australian dairy products has improved.

This has coincided with export conditions strengthening, domestic retail sales recovering, and increased milk production finding homes in both markets.

Data from the Dairy Farm Monitor Project (DFMP) indicates that operating costs were high during the 2023-24 season, while farm gate milk prices were slightly lower than the previous season in most regions.

Weather played a significant role, benefiting some farmers while impacting others.

Drier regions saw feed inventories heavily utilised, contributing to rising fodder prices.

With the 2024-25 season under way, many farming businesses are expecting lower returns due to lower farm gate milk prices and rising interest and lease costs.

Cost pressures have eased for some farm inputs, although higher prices persist for others, particularly due to weather-related impacts in Australia.

Milk production in Australia has grown compared to last season, although ongoing dry conditions in several regions may limit further growth, in addition to existing challenges.

National milk production increased by 1.3 per cent year-on-year in October.

Considering the mounting weather and financial constraints this season, longer-term challenges around labour and farm exits, and modest milk production recovery during the 2023-24 season, further growth may be muted this season.

As such, Dairy Australia continues to forecast a slight drop in the national milk pool (relative to the previous season, to 8.3 billion litres) in 2024-25, with potential to steady on account of better-than-expected rainfall.

The price competitiveness of Australian dairy products has improved, coinciding with more favourable export opportunities.

The availability of Australian exportable product tightened this season, as uncertainty around dairy export returns and past seasons of import pressure readjusted the focus of many Australian manufacturers towards higher specification product, and the domestic market.

However, shipping challenges along key trade routes have steadily increased demand towards Oceania dairy, in addition to tighter milk supplies and elevated export prices in the Northern Hemisphere.

Additional inquiries have been surfacing from buyers across South-East Asia and the Middle East, and purchasing activity from Chinese importers has increased over recent months as local milk production slows and product stockpiles lessen.

Accordingly, prices of product sold on the GlobalDairyTrade platform and in Australia have risen, particularly for butter, where indicative prices are sitting just shy of 2022 peaks.

Nonetheless, the export market maintains its underlying challenges; buyers in most key importing countries remain price sensitive and economic constraints in China are persistent.

Furthermore, developing geopolitical conflicts and trade dynamics (such as those proposed by the incoming US administration) will continue to influence global markets.

Local market conditions have improved for Australian dairy products as well, with the volume sold of cheese, dairy spreads and yoghurt in retail all increasing, while milk holds steady.

However, value growth in key dairy categories is under pressure from renewed discounting of retail prices for private label dairy.

The comparatively high international prices are considered likely to deter Australian-based importers, suggesting Australian dairy should remain competitive in domestic markets.

The Australian dairy industry has been well placed to capitalise on export opportunities thus far this season, while focusing on regaining domestic market share.

However, challenges remain; geopolitical and trade flow uncertainty looms overhead, while pressure on retail prices signal a potential shift in domestic market conditions.

Although aiding Australia's realignment to global markets, lower farm gate prices will create financial pressure for some farming businesses this season.

Source: Dairy News Australia

AWAT Consulting
M: +64 (021) 0790517



Operations & Manufacturing Consultancy
atrevis@xtra.co.nz
www.awatconsulting.com

Cultured Dairy eclipses dairy industry with protein-packed nutrition

The magnanimous cultured dairy category — comprising such diverse segments as cottage cheese, yogurt, drinkable yogurt, kefir, sour cream, cream cheese and refrigerated dips — is like a clear-blue summer sky with resurging, in some cases, double-digit growth that is “eclipsing” much of the dairy industry. The fact that many cultured dairy products also are packed with protein, probiotics and portability only adds to its wide-ranging appeal.

John Crawford, senior vice president for Client Insights-Dairy at Chicago-based market research firm Circana, points out the “strong growth” by Chobani, Danone and private-label brands which are developing diverse flavours and empowering functionality for yogurt, Greek yogurt and ready-to-drink (RTD) yogurts.

He explains, “Yogurt has seen a resurgence of +6.5% in dollar sales and +5.4% in volume. Spoonable Yogurt is up +6.4% and +5.5%, while Yogurt Drinks is seeing dollar sales and volume growth of +7.2% and +4.6%, respectively.”

Yogurt shines bright in cultured dairy category

	Dollar Sales	%change vs. year ago	Unit Sales	%change vs. year ago
Yogurt	\$9,163,311,264	6.8%	3,637,479,430	2.8%
Yogurt Drinks	\$1,399,829,554	7.3%	394,769,072	9.8%
Alternative Yogurt	\$282,916,882	-5.8%	115,323,001	-8.3%
Alternative Yogurt Drinks	49510463.6%	-26.3%	106,611	-28.4%
Category total*	\$10,846,552,804	6.5%	4,147,678,115	3.9%

Source: Circana, a Chicago-based market research firm (@circana), for the 52 weeks ending Aug.11, 2024. Total U.S. multi-outlet with c-store (supermarkets, drugstores, mass market retailers, gas/c-stores, military commissaries and select club and dollar retail chains). Note: Sales rankings shown are for total brand listings. • Created with [Datawrapper](#)

Between 2018-2023, yogurt, including Greek-style yogurt, other yogurt, drinkable yogurt, and squeezable yogurt, generated revenue of \$8.2 billion with a compound annual growth rate (CAGR) of 1% and a gray-sky inducing 0.5% CAGR predicted from 2023-2028, according to IBISWorld’s September 2023 report, “Yogurt Production in the US.”

“Operators have been able to shift alongside consumer demand, marketing low-fat products such as Greek yogurt to keep up with dietary trends, despite a decline in the healthy eating index over the past five years,” the report stated. “... Overall revenue is forecast to grow at a CAGR of 0.5% to \$8.4 billion over the five years to 2028. Despite increasing revenue, profit is anticipated to remain stagnant as price competition increases. Still, new entrants are expected to capitalize on rising demand, increasing the number of operators.”

The report added that the arrival of Greek-style yogurt, spurred on by the introduction of New Berlin, N.Y.-based Chobani LLC in 2005, increased demand for Greek yogurt at an “astronomical rate.” The thicker, creamier, and healthier indulgent Greek yogurt accounted for one half of revenue in 2023 since the more premium product costs double the amount of other yogurt products.

This month, Chobani released a new line of functional cultured dairy products to address consumer demand for more protein in their everyday routines and diet. Chobani High Protein, a line of high-protein Greek yogurt cups and drinks, is made with only natural ingredients, real fruit, and zero grams of added sugar, the company says.

Available in Vanilla, Strawberry Kiwi, Mango, Raspberry Lemon, and Cherry Berry, the 20G Protein Greek Yogurt is available in 6.7-ounce cups for a suggested retail price of \$1.99. Additionally, the company will introduce several protein-infused drinks in 7-, 10- and 14-ounce RTD bottles with 15, 20, and, for the first time, 30 grams of protein in each serving — all lactose-free and with no added protein powders, concentrates or preservatives. These high-protein drinks will be available at retailers nationwide in January.



Cultured Dairy eclipses dairy industry with protein-packed nutrition (Cont.)

A certified B Corporation, Stonyfield Organic, co-founded by Samuel Kaymen and Gary Hirshberg in 1983, has been producing organic whole milk and low-fat Greek yogurt, yogurt and smoothies in pouches, cups and tubes for 40 years.

Cottage Cheese & Sour Cream spring forward

	Dollar Sales	%change vs. year ago	Unit Sales	%change vs. year ago
Alternative Sour Cream	\$12,065,188	6.3%	2,807,986	4.3%
Cottage Cheese, Total category	\$1,594,847,343	15.9%	523,231,020	13.0%
Sour Cream	\$1,803,534,182	2.9%	695,681,345	1.3%
Total category	\$1,815,599,370	2.9%	698,489,331	1.3%

Source: Circana, a Chicago-based market research firm (@circana), for the 52 weeks ending Aug.11, 2024. Total U.S. multi-outlet with c-store (supermarkets, drugstores, mass market retailers, gas/c-stores, military commissaries and select club and dollar retail chains). Note: Sales rankings shown are for total brand listings. • Created with [Datawrapper](#)

With several products developed for babies and kids, the Londonderry, N.H.-based company uses real fruit and vegetables in its products. The brand recently released new Kids ZEROg Sugar Added yogurt pouches, the only Kids' dairy yogurt pouch that has zero grams of added sugar, the company says.

The organic ZEROg Added Sugar yogurt pouches come in delicious flavors like Blueberry Apple Carrot and Banilla (Banana and Vanilla) and are available nationwide for a suggested retail price of \$1.99 for a single serving and \$6.99 for a 4-count pack.

Protein and probiotics, please

Recent studies from market research firms Mitel and Nielsen show that more than half of consumers are looking to increase their intake of protein and that they are prioritizing low sugar and high protein in their diets.

"Not only is yogurt a higher-quality source of protein than alternatives like soy and peanut butter, it is also more accessible and portable than other animal sources like beef and chicken," stated a FAO Protein quality evaluation.

Miri Eliyahu, a consultant researcher at Euromonitor International, a Chicago-based market research firm, concurs the continual rise of protein sweeping through dairy products in 2024 is a top trending consumer demand from packaged foods in general, and dairy products and alternatives in particular.

"This had led to a significant boost in value and volumes for cottage cheese, a niche product that is now gaining popularity among U.S. consumers due to its high protein, gut-friendly characteristics," she says. "... Protein serves not just as a macro nutrient that is in demand, but also as a key factor in creating long-term satiety among consumers, which again, leads American consumers to choose it every time when faced with a choice."

Chicago-based SPINS notes the disruption landscape of probiotics and its expansion in more foods beyond yogurt and RTD yogurt, which exhibited 7% YoY growth. Additionally, probiotic usage in milk, cottage cheese, sour cream, and more is up 54%, according to an infographic shared by SPINS.

"As consumers begin to learn more about the microbiome and its impact on overall health, they are looking for more ways to incorporate biotics into their diets — and dairy brands have noticed," the infographic revealed.

Interestingly, social media, particularly TikTok influencers, has led to heightened interest in cottage cheese, which is up nearly 16% in dollar sales and 13% in volume, Crawford notes.

"Cottage Cheese continues to be a top growing category in the entire store. It is a strong example of the power of social media and finding new use occasions for a product (category in this case)," he says. "Within Cultured, Cream Cheese is up +1.5 for dollars and +0.4% for volume, Sour Cream rose +2.9% and +1.2%, while Refrigerated Dips saw identical growth of +5.1% for dollars and volume."



Cultured Dairy eclipses dairy industry with protein-packed nutrition (Cont.)

Many cultured dairy ingredients are used in recipes and are go-to appetizers for Game Day snacking in such favourites as Hormel Chili Cheese Dip, Spinach and Onion Dip, Pepperoni Pickle Bites and Mexican Pizza.

Breakstone's, manufacturers of cottage cheese, ricotta, and sour cream, partnered with Dash to offer easy egg bite recipes that can be made in less than 10 minutes. Featuring Breakstone's 2% low-fat cottage cheese and the Dash Egg Bite Maker, busy families can start their day with a delicious and convenient breakfast option.

Breakstone's 2% low-fat cottage cheese provides 13 grams of protein and 10% of the daily recommended value of calcium per serving. Lactalis Heritage Dairy points out that its cottage cheese is creamy, which helps create egg bites (with 6g of protein) that are soft and fluffy and can be made with all kinds of different fillings such as Breakstone's Bacon and Egg Cups recipe, or the vegetarian Red Pepper and Spinach recipe.

The landscape of dairy

Although cultured dairy products will continue to be in demand, Euromonitor International's Eliyahu suggests that inflation, unit prices and price sensitivity will remain major contributing factors for the landscape of dairy.

"As long as wages fall short of inflation and price increases overall, there will be a struggle to maintain and grow volumes and most dairy categories. However, some dairy products are seeing significant growth such as fromage and cottage cheese due to its nutritional content, something American consumers are now seeking more and more of," she says.

"All dairy categories that are growing are doing so despite unit price growth and not because of it, by providing some sort of health and wellness benefit such as pro and prebiotic qualities in yogurts and some soft cheeses," she continues.

"To counter the higher costs for consumers, a great strategy is premiumization of the products to attract consumers even at a higher price point."

Additionally, clean-label claims, organic, reduced or no sugar, and functional benefits will continue to influence consumers buying decisions.

"Within Dairy, No Added Sweetener +14.2%, Natural Sweetener +11.4%, Protein +10.4%, Low Sugar +9.9%, Pre/Probiotic +8.9% and Lactose-Free +5.9% are top growing claims in dollars," Circana's Crawford says.

These value-added attributes and the health and wellness benefits cultured dairy delivers makes them ripe for continued innovation and future success, according to Crawford and Eliyahu.

Crawford concludes, "Value-added dairy products are on trend and can win. Products that offer digestive health, protein, low sugar, lactose-free, and ultra-pasteurized (extended shelf life) are all potential winning positions for dairy."

Source: Dairy Foods

USDA Provides Milk Production Estimates for the Next Ten Years

The USDA released their ten-year baseline projections showing growth in all categories.

There is a significant dynamic taking place in the market with cheese prices at the lowest level they have been since April. The butter price has been in a sideways pattern since early October after the price fell from the high in late August. However, the nonfat dry milk and dry whey prices have moved in the opposite direction.

The Grade A nonfat dry milk price moved to the highest level since November 22, 2022, while the dry whey price reached the highest level since April 22, 2022. The strength of the powder prices has done much to limit the decline of Class III and Class IV prices due to the weakness of butter and cheese prices.

Milk production has not rebounded so far this fall as anticipated, but demand has also not rebounded as much as anticipated leaving the butter and cheese markets struggling. As prices declined, buyers were purchasing for contracted orders and expected demand. This has put them in a position of having sufficient supply on hand with buying taking place on an as-needed basis.

Milk production has not been impacted as much as had been anticipated earlier this year. Other than seasonal buying this summer, there had been concern over the tight heifer supply and how that would limit milk production growth. Older cows that were retained in the herds were not expected to have the potential to improve output. This would tighten the milk supply.

AWAT Consulting
M: +64 (021) 0790517



Operations & Manufacturing Consultancy
atrevis@xtra.co.nz
www.awatconsulting.com

USDA Provides Milk Production Estimates for the Next Ten Years (Cont.)

However, the culling rate slowed but milk production per cow continued to improve resulting in production being higher than a year ago with August milk production 0.4% above a year ago and September milk production up 0.1% over September 2023 with 38,000 less cows. The spread of bird flu was anticipated to have a greater impact on milk production, and it did for those farms that were impacted by it. Overall, it has not had much impact so far. Once the market participants realized that supplies were sufficient for demand through the end of the year, prices came under pressure, falling rapidly. What is the outlook for cow numbers, milk production and prices in the future? The USDA released their ten-year baseline projections showing growth in all categories. Cow numbers are projected to steadily increase with numbers estimated to reach 9.502 million head in 2034. Milk production is projected to increase from 225.8 billion pounds this year to reach 253.1 billion pounds in 2034. This would be an average growth of 2.73 billion pounds per year. This would be achieved by the increase of milk production per cow from 24,195 this year to 26,630 per cow by 2034.

The All-milk price is projected to average \$25.58 per cwt in 2034. This would mean a record milk price average with record milk production. Individual dairy product prices were also projected with cheddar cheese showing the greatest price potential increasing from an average of \$1.88 this year to \$2.14 per pound in 2034. Dry whey was the other category that showed more potential.

Over the ten-year period, the average price is projected to increase 6 cents to reach 54 cents per pound. Nonfat dry milk is projected to gain of 4 cents by 2034 averaging \$1.27 per pound. The USDA did not have much hope for the butter price, they lowered the average price by 5 cents to average \$2.87 per pound in 2034.

These price projections may not be as much as we would hope for the next ten years, but bear in mind that these are price projection and there are many things that can influence the market during this period and from year to year. Volatility has been increasing and this will not change as the markets are impacted not only by domestic supply and demand, but by the world markets and political events.

The farm must be prepared to take advantage of this volatility as it unfolds and offers profitable prices to protect and build equity and move the farm forward.

Source: Dairy Herd

Wythe County dairy to add butter production with \$895K investment

A Wythe County dairy will invest \$895,000 and add a production line of churned butter alongside its current line of bottled milk, the governor's office said Thursday.

Duchess Dairy Products makes about 7,000 gallons of milk each week, and it can be purchased in grocery stores across Southern and Southwest Virginia, according to a news release from Gov. Glenn Youngkin.

It's unclear whether the investment is anticipated to create new jobs. Youngkin's news release didn't specify any, and a company official did not respond to a message seeking comment.

"This expansion project will help us meet growing consumer demand by increasing operational efficiencies, increasing production capacity, and adding a production line of fresh churned butter," Duchess Dairy President James Huffard III said in the release.

Youngkin approved a \$25,000 state agriculture grant, which Wythe County and the town of Rural Retreat will match.

"The expansion of Duchess Dairy Products will benefit this entire sector by increasing the total production of dairy products and drawing more customers into and supporting businesses in the area," Wythe County Board of Supervisors Chairman Brian Vaught said in the release.

Source: Cardinal



Sustainability: The Driving Force Behind the Dairy and Cheese Industry's Transformation in 2025

As we approach 2025, the dairy and cheese industry stands on the brink of significant transformation. Central to this change is sustainability—a concept no longer optional but essential for survival. From dairy farming practices to production processes, the environmental impact of the sector is under intense scrutiny. The industry faces a pivotal question: How can it continue to meet rising demand without compromising the planet?

The Rise of the Sustainability-Conscious Consumer

Today's consumers, particularly Millennials and Generation Z, are redefining brand loyalty. Statistics indicate that over 70% of consumers under the age of 35 are more likely to engage with or purchase from brands that demonstrate a genuine commitment to sustainability (Martinez & Thompson, 2022). This demographic shift represents both a challenge and an opportunity for the dairy industry. Consumers are no longer content with merely good-tasting products; they seek brands that resonate with their values and contribute positively to the environment.

Quantifying the Environmental Impact

The environmental footprint of dairy farming is substantial. According to the FAO's seminal report, *Livestock's Long Shadow*, livestock, including dairy cattle, account for significant greenhouse gas emissions, land use, and water consumption. Herrero et al. (2016) further quantify that dairy cattle in the U.S. alone contribute considerably to greenhouse gas emissions, emphasising the urgent need for mitigation strategies. These findings underscore the necessity for the dairy sector to adopt more sustainable practices to reduce its carbon footprint.

Innovative Approaches to Reduce the Carbon Footprint

To align with evolving consumer expectations and regulatory pressures, the dairy sector must innovate. Reducing the carbon footprint involves a multifaceted approach:

- Sustainable Farming Practices:** Adopting renewable energy sources on farms is a crucial step. Johnson and Lee (2020) highlight the benefits of integrating solar panels, wind turbines, and biogas systems in dairy farms, noting significant reductions in greenhouse gas emissions and cost savings. Additionally, regenerative agriculture techniques—such as crop rotation and agroforestry—enhance soil health and sequester carbon, as explored by Smith et al. (2021).
- Eco-Friendly Production Methods:** Transitioning to energy-efficient machinery and optimising production processes can minimise energy consumption. Implementing water-saving technologies and waste management systems further contribute to sustainability goals. Brown and Edwards (2020) demonstrate through lifecycle assessments that sustainable production methods can significantly lower the environmental impact compared to traditional practices.
- Rethinking Packaging:** Packaging is a significant contributor to environmental impact. Chen and Gupta (2021) review sustainable packaging materials and technologies being adopted in the dairy sector, such as biodegradable, recyclable, and even edible packaging solutions. By reducing plastic usage and exploring innovative materials, dairy brands can lessen their ecological footprint.
- Minimising Food Waste:** Effective inventory management and improved supply chain logistics are essential to reduce food waste. Patel and Rogers (2020) discuss strategies like better forecasting and consumer education to minimize waste within the dairy supply chain. Collaborating with retailers and consumers to educate them about proper storage and usage can also play a vital role.

Leading the Way: Pioneering Sustainable Cheese Brands

Several cheese brands are already setting benchmarks in sustainable production. Thompson and Garcia (2023) present case studies of leading sustainable cheese brands that have successfully implemented green practices. These pioneers not only adopt sustainable methods but also transparently communicate their efforts to consumers through certifications, storytelling, and transparent reporting. By showcasing their commitment, these brands build trust and loyalty among environmentally conscious consumers.



Sustainability: The Driving Force Behind the Dairy and Cheese Industry's Transformation in 2025 (C0nt.)

Economic Implications of Sustainability Initiatives

Adopting sustainable practices is not only environmentally responsible but also economically advantageous. O'Connor and Silva (2019) analyse the economic benefits for dairy farmers implementing sustainable practices, including cost savings from energy efficiency and potential market premiums for eco-friendly products. Additionally, Lee and Kim (2022) evaluate the financial viability of investing in renewable energy within the dairy sector, highlighting long-term benefits that outweigh initial costs.

Bridging the Gap: Communicating Sustainability Efforts

While many brands are making strides in sustainability, the challenge lies in effectively communicating these efforts to consumers. Lopez and Martin (2021) emphasize that transparency and education are key. Brands must leverage digital platforms, social media, and packaging labels to highlight their sustainable practices. Engaging narratives that explain the impact of these initiatives help consumers understand and appreciate the efforts made to protect the environment.

Global Standards and Policy Drivers

Global standards and governmental policies are pivotal in shaping sustainability initiatives within the dairy industry. The International Dairy Federation (IDF) outlines comprehensive guidelines for sustainable dairy production, encompassing environmental, social, and economic criteria. Moreover, the European Commission's policies on dairy farming emphasize sustainability, influencing practices and encouraging the adoption of green technologies (European Commission, 2021).

Embracing Technological Innovations

Technological advancements play a crucial role in enhancing sustainability in dairy production. Wang et al. (2023) discuss innovations such as precision farming and automation that optimize resource use and reduce waste. These technologies not only improve efficiency but also contribute to significant environmental benefits, making sustainable practices more attainable and scalable.

The Future of Sustainability in Dairy and Cheese

The dairy and cheese industry's journey towards sustainability is not merely a trend but a necessary evolution. As consumers continue to prioritize environmental responsibility, the industry's ability to adapt and innovate will determine its future success. By embracing sustainable farming practices, reducing carbon footprints, rethinking packaging, and minimizing food waste, the dairy sector can meet consumer demand without sacrificing the planet.

In 2025, sustainability will not just be at the heart of the dairy and cheese industry—it will be its lifeblood. Brands that recognize and act on this imperative will not only thrive but also lead the way in creating a more sustainable and resilient food system for generations to come. The integration of research-backed strategies and innovative practices will ensure that the dairy and cheese industry not only meets the demands of today but also safeguards the environment for tomorrow.

Source: The Dairy Mail



'Instant dairy industry' move a threat to huge market

Indonesia's president said to seek imports of live cows as a condition of bringing in dairy products.

A billion dollars in dairy exports to Indonesia are at risk of disruption from the country's latest drive for self-sufficiency in food production.

Ahead of elections earlier this year, Indonesian President Prabowo Subianto promised to provide free meals to 80 million schoolchildren, lifting the country's low dairy consumption and improve child health.

With just 16% of current milk consumption in the country coming from domestic dairy herds, much of the dairy products required for the programme were expected to be imported.

However, Indonesian importers have now been told that sourcing live dairy cattle will be a condition of licences to bring dairy products into the country.

The new condition has only been conveyed verbally but could be confirmed in writing as early as next week when licences for January and February imports are issued.

One insider said agents for New Zealand exporters risked being blindsided by the move.

What it means for the smooth continuation of the dairy trade with Indonesia is unclear.

"Importers would be like 'What are we going to do with these cows? We have got nowhere to put them and we certainly don't know how to milk them,'" the insider said.

Dairy Companies Association of NZ (DCANZ) executive director Kimberly Crewther said exporters are awaiting more details.

"We have not seen an official policy linking dairy product import permits to cow imports but are aware this may have been floated as an option in some discussions.

"We expect permits for dairy product imports from 1 January to be issued in the coming week."

Crewther feared disruption to an important and fast-growing market that has nearly trebled from \$385 million in 2016 to \$996m last year

"Generally speaking, we look for trade in dairy products to be as frictionless as possible and in line with agreed provisions," Crewther said.

Those provisions were set out under World Trade Organisation (WTO) rules and NZ's 2010 free trade agreement with the southeast Asian countries of ASEAN, which include Indonesia.

DCANZ said Subianto risks undermining progress towards his goal of lifting per capita dairy consumption from 16.27kg, to being closer to near neighbours Thailand and Vietnam at 26kg and boosting health outcomes in a country where a fifth of under-five-year-olds suffer from stunted growth.

Lifting the domestic dairy herd size from 260,000 to 1.5 million was also one of the new President's aims, but this was expected to take a decade to achieve.

"Dairy product imports play an important complementary role to local production in supporting nutrition outcomes," Crewther said.

If the new policy were to be confirmed it would not be the first time Indonesia's drive for self-sufficiency in agriculture has disrupted a major export market for NZ farmers.

In the early 2010s Indonesia banned 80% of NZ's beef exports to the country, which slipped from being NZ's second largest beef market in 2011 to seventh in 2022.

At the WTO, NZ successfully challenged the ban estimated to have cost exporters a billion dollars in sales between 2011 and 2016.

Meanwhile, the ABC reports that 50 dairy heifers were flown from Sydney to Jakarta last week, specifically for the free school lunch programme.

The heifers were organised by the Consolidated Pastoral Company, one of the biggest cattle companies in northern Australia, with feedlots in Indonesia.

The animals were flown to Jakarta, trucked through Java, then barged across to Sumatra, and are now in CPC's feedlot at Lampung.

CPC chief executive Troy Setter told NT Country Hour about the venture.

"We're just working through whether we pasteurise or UHT that milk on site or send it to what the government is calling 'kitchens', which are centralised processing hubs," he said.

Source: *Farmers Weekly*

Kerry Co-op shareholders approve €500m dairy deal

Kerry Co-op shareholders have today (Monday, December 16) approved the proposed €500 million purchase of Kerry Group's dairy business, Kerry Dairy Ireland.

The historic vote at a Special General Meeting (SGM) held in the Gleneagle INEC Arena, Killarney, Co. Kerry drew a crowd of 2,392 shareholders.

There are currently 11,906 shareholders in co-op, but just 5,577 have voting rights.

Shareholders were asked to vote on the single resolution which would allow the board to proceed with the proposed transaction.

The result, announced by Kerry Co-op chair James Tangney shortly before 4:00p.m, saw 1,955 (82%) of shareholders vote in favour of the deal.

There were 417 votes against the proposal.

The deal would see Kerry Co-op initially take a 70% stake in Kerry Dairy Ireland (€350 million), with Kerry Group retaining a 30% interest.

The remaining portion of Kerry Dairy Ireland will have to be transferred to Kerry Co-op by 2035.

Kerry Dairy Ireland processes over 1.1 billion litres of milk annually from 2,740 family farms across Munster.

It has seven production facilities across Ireland and the UK and has a range of well-known consumer brands such as Cheestrings, EasiSingles, LowLow, Dairygold spread and Charleville.

The business, which has a forecasted revenue of €1.3 billion for 2024, employs over 1,500 people and operates 31 agri-services stores across Kerry, Limerick, Clare and north Cork.

Kerry Co-op currently holds an 11% shareholding in Kerry Group with a value of around €1.7 billion.

In order to fund the first phase of the deal Kerry Co-op will use a share exchange programme which will see members given 85% of their shares directly in the form of Kerry Group shares, worth a total of around €1.4 million.

The remaining 15% – worth around €250 million – would be retained by the co-op to invest in the acquisition of Kerry Dairy Ireland.

The balance would be covered by €56 million in loans from banks and another loan from Kerry Group for an estimated €43 million.

Kerry Group will be entitled to a fixed dividend of €7.5 million per annum during the period of the joint ownership.

The final 30% stake in Kerry Dairy Ireland will be funded through a 1c/L contribution from milk suppliers from 2026 (€50 million), third party debt (€80 million) and forecasted accumulated cash within the business (€20 million).

Kerry Group has agreed to put a €50 million fund in place to resolve the ongoing dispute with suppliers over leading milk price, subject to the deal being accepted.

This would involve a cumulative payment of 5.4c/L to suppliers for the years from 2015 to 2020 as per their milk supply contract.

The start of today's meeting had to be delayed by around 40 minutes due to heavy traffic approaching the venue.

The co-op ran bus services from across the catchment to allow shareholders to attend the meeting.

The SGM was addressed by Jim Woulfe, advisor to the Kerry Co-op board, Simon MacAllister, from EY and Ronan Macnioclais from PWC who presented an overview of the proposed deal.

A question-and-answer session heard some impassioned pleas from shareholders who were in favour and against the co-op proposal.

Those against the deal claimed that the valuation of Kerry Dairy Ireland by the co-op was too high.

The 2,604 A shareholders in Kerry Co-op who are, or who have been in the last five years, milk suppliers, and 2,973 B shareholders, who are former milk suppliers, were eligible to vote.

While the 6,329 C shareholders, the majority of whom became shareholders through inheritance or through commercial activity, do not have a vote under the co-op rules.

Under the co-op rules, the proposed transaction would only proceed if it was approved by the required majority (66%) of the co-op's A and B shareholders who were present at the SGM.

Ahead of the meeting, Kerry Co-op held a series of 14 information meetings across counties Kerry, Limerick, Cork and Clare which hundreds of shareholders and milk suppliers attended.

The proposed transaction will now require the approval of the shareholders of Kerry Group.

Source: Agriland

Grate expectations: Cheese evolves to meet modern tastes.

The stringiness of mozzarella on a pizza, the satisfying melt of cheddar in a toastie, or the rich crumble of parmesan over pasta...cheese has a way of elevating every meal, adding indulgence through its range of textures and flavours.

But cheese is more than a comfort food – it is also a product of science. Central to its production is casein, a milk protein that breaks down into amino acids and peptides (a process known as proteolysis). These compounds undergo further reactions, creating a complex array of flavours that make each cheese experience uniquely delicious.

Making cheese is an intricate process, combining craftsmanship with science. It is this balance of indulgence and complexity that keeps consumers coming back for more, even as health trends shape the sector's direction.

As more consumers shift towards healthier lifestyles, the demand for functional cheeses is on the rise. Shoppers are now looking for protein-rich, lower-fat options that do not compromise on flavour.

“There is a growing interest in how our food and drink choices impact our health, with over half of consumers now reading product labels more than last year,” said Heloise Le Norcy-Trott, group marketing director for Lactalis UK & Ireland. “One trend to watch is consumers seeking out cheese for its nutritional benefits.”

Claus Bukbjerg Andersen, senior category manager for cheese at Arla Foods Ingredients, echoed this shift: “Cheese consumers are highly focused on nutritional value, in particular, protein content. At the same time, they still want indulgent taste and texture.”

This growing demand has led manufacturers to develop innovative cheese products that combine indulgence with nutritional benefits. Arla Foods Ingredients, for instance, launched two recipe concepts earlier this year that cater to these trends: a cream cheese with 50% less fat and individually wrapped low-fat cheese slices containing as much calcium as a glass of milk, made using its Capolac ingredient.

Brands are rising to the challenge of balancing health and indulgence. Saputo, for example, has expanded its Cathedral City portfolio with functional cheddars, targeting health-conscious Gen Z consumers. Its new High Protein range offers 30g of protein per 100g, with half the fat of regular cheddar.

Convenience is an increasingly important factor in the cheese market, with consumers seeking easy-to-use, on-the-go products. “Much like in other food segments, consumers are looking for cheese products that save time while still delivering great taste,” said Anne Evers Nikolajsen, category director of cheese and cooking at Arla Foods.

This has prompted a shift away from large block formats towards pre-shredded, sliced, and diced cheese options. Arla's Castello brand has also capitalised on the snacking trend by launching dips in flavours like Garlic & Herb, Cracked Pepper, and Paprika & Chilli – perfect for both at-home and on-the-go consumption.

Holy Moly followed suit with its Cheesy Hot Serves range, featuring warm dips in flavours like Nacho Chilli Cheese and Alpine Fondue. These dips reflect the growing demand for warm, comforting foods, especially as the colder months set in.

Meanwhile, Whisps introduced a new range of poppable snacks made from 100% real cheese, packed with protein.

These snacks are seasoned with extra cheese for enhanced flavour. Whisps' proprietary process focuses on using cheese as the primary ingredient, avoiding low-nutritional-value fillers like corn or wheat.

For children, Kemps introduced a smooth cottage cheese that boasts more protein and less sugar than traditional yogurts. Each serving provides 10g of protein and added probiotics, offering a healthier alternative for younger consumers.

The cheese industry is also embracing bold, unconventional formats. From cheese-flavoured spirits to dessert applications, these innovations reflect broader trends in product diversification.

Doritos, for instance, ventured into new territory by launching a nacho cheese-flavoured spirit, in partnership with Danish flavour company Empirical. This cross-category innovation introduces the brand's classic chip flavour to the beverage sector, offering consumers a unique tasting experience.

Meanwhile, Nestlé made waves with its Coffee Mate Bagel & Cream Cheese flavoured creamer, blending savoury bagel notes with the richness of cream cheese. This type of product demonstrates the potential for cheese flavours to permeate non-traditional categories.

In September, Kraft Heinz entered the baking category with Philadelphia Frosting, a ready-to-use cream cheese frosting. Made from fresh milk and cream, it taps into the convenience trend, offering consumers the option to enjoy the flavour of cream cheese in a new way.

Grate expectations: Cheese evolves to meet modern tastes. (Cont.)

Dairy giant Yili has also tapped into the growing demand for new and exciting formats with the launch of its cheese lollipops. Designed for the Chinese market, these dual-flavour options – such as Strawberry-filled and Mixed Fruit-filled – meet the rising demand for convenient and nutritious snacks.

As with other dairy categories, plant-based alternatives are becoming a significant part of the cheese landscape. Dairy giants are increasingly producing plant-based options to cater to the growing number of consumers seeking alternatives for health, ethical or environmental reasons.

This shift is reflected in the expansion of Cathedral City's plant-based range, which now includes varieties like Smokey plant-based cheddar. Similarly, Mondelēz's Dairylea launched a plant-based version of its Dunkers product, featuring a dip made from coconut oil and oat flour.

One challenge facing plant-based cheese is replicating the flavour and meltability of traditional dairy cheeses. "The plant-based cheese market has struggled to gain a foothold in the marketplace, both on menus and on grocery shelves, over the past couple of years," Heather Anfang, president of dairy foods and EVP at Land O'Lakes, highlighted.

She continued: "Consumers have given the segment widespread trial, but repeat has been weak and volumes have been declining as those consumers migrate back to traditional dairy cheese options".

Companies investing in R&D, such as New Culture and Perfect Day, are using precision fermentation techniques to create dairy-identical proteins without the environmental impact of traditional farming.

This innovative approach could revolutionise plant-based cheese production, allowing it to better compete with its dairy counterparts. "We are actively exploring the use of precision fermentation in cheese production, which involves using simple sugars to produce high-value proteins, carbohydrates and lipids," Arla Foods' Nikolajsen commented.

She added: "This technology has the potential to complement traditional dairy processes, allowing us to drive innovation while continuing to support our farmers. By combining both approaches, we aim to enhance sustainability and create new opportunities for future growth."

Sustainability is increasingly at the forefront of cheese production, as consumers place greater emphasis on environmentally friendly practices. British cheese maker Colston Bassett, known for its stilton, sources milk from local farms within a 1.5-mile radius of its facility, demonstrating its commitment to reducing food miles and supporting local agriculture.

Billy Kevan, CEO of Colston Bassett Dairy, commented: "Our focus on traditional practices and high-quality production is beneficial for retailers, as it aligns with the growing consumer demand for traceable, sustainable, high-quality and locally produced food".

Wyke Farms is another example of a producer leading the sustainability charge. The Somerset, UK-based company operates an anaerobic digestion plant that turns waste into biogas, powering its cheese-making operations and reducing its carbon footprint.

In the US, Land O'Lakes' Truterra dairy soils carbon programme supports farmers in adopting sustainable practices. The company's focus on farmer education and waste management initiatives reflects the growing importance of sustainability across the industry.

"Education continues to be the number one priority to help farmers understand why they might benefit from sustainability-focused practice changes, and how to get involved," Anfang pointed out.

Cheese lovers are increasingly seeking out unique and global flavours, with brands responding to the demand for new culinary experiences.

Bel Group, for instance, introduced flavour mash-ups like Creamy Jalapeño Laughing Cow and an 'Everything Bagel' variety, both of which launched this year, and Kerrygold's Dubliner with Irish Stout – all of which cater to adventurous palates. Additionally, Bel's Boursin with fig and balsamic flavours further demonstrates the intersection of classic flavours with contemporary trends.

Flavour innovations are not limited to just traditional cheese. Saputo's goat cheese brand Montchèvre launched 'Duos,' which blend two unique flavours, like Blueberry & Lemonade. Lactalis has observed this shift, with Le Norcy-Trott noting that: "The continuing demographic evolution of our consumers, particularly in age profile and ethnicity, is driving an increase in demand for unique and global flavours across the food industry".