



100 years of the Association of the German Dairy Industry: a success story

- 1912 Foundation: the Association of German Dried Milk Producers is set up
- 1949 Rebuilding: the Association of the German Dairy Industry is re-founded in the Unified Economic Zone of Germany
- 1974 Expansion: amalgamation with the German Confederation of the Cheese and Processed Cheese Industry
- 1988 Cooperation: collaboration with the Export Union for Dairy Products
- 1993 Unification: merger with the East German Association of the Dairy Industry
- 1996 Concentration: merger with the German Federal Private Dairies Association
- 2005 Expansion: merger with the North-West-German Private Dairy Industry Confederation
- 2012 Anniversary: 100 years of the Association of the German Dairy Industry

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A strong partner

Pooling expertise

Assuring growth

Shaping policies

Strengthening the market economy

Preface

Milk is both a staple food and an elixir of life. In order to preserve the great significance of milk also in the future, the Association of the German Dairy Industry is committed to meeting and mastering the challenges it faces both today and tomorrow: methods of increasing sophistication, causal connections of growing complexity, competition becoming fiercer each day. The German dairy industry is challenged with maintaining a balance between politics and the market – nationwide, throughout the EU and at the international level.

We have represented the interests of the nation's dairy industry for about 100 years. Since its foundation in 1912, the Association of the German Dairy Industry has been successfully expanding, and despite two world wars and against the background of the *Wirtschaftswunder* and German reunification is a leading trade association today.

In fact, we represent approximately 100 member companies, covering almost the entire dairy industry in Germany. By combining regional expertise with international networking, we contribute to a sustainable strengthening of the German dairy industry's international competitiveness.

Creating mutual trust through intensive collaboration with politicians, officials, trade associations, the business community, science and the media constitutes the basis of our association's continued success. With our members and partners, we shall continue to tackle the multifaceted tasks with shared commitment in the future.

Kind regards,

Eckhard Heuser
Chief Executive

Profile

A truly multifunctional organisation: Representative, mediator, lobbying body and service provider

The Association of the German Dairy Industry is the umbrella organisation of the German milk processing companies:

- Approximately 100 high-performing privately owned, cooperative and multinational companies.
- Around 95 per cent of German milk deliveries or 26 million tons of milk and 100 per cent of the export volume are covered by the association's members.
- With an annual turnover of about 22 billion euros, the German dairy industry is the largest division in the country's food sector.

The Association of the German Dairy Industry represents the interests of and provides services for its members at the regional, national, European and international level.

Competences

The Association of the German Dairy Industry is the central support and information platform for dairy industry issues

Influence: We represent the interests of our members towards decision-makers among politicians, officials, the business community, the retail sector, the academic and research communities, the media, and the general public at both national and international level.

Inform: We report on all sectorally relevant issues regarding economic, agricultural and environmental policies as well as scientific and legal questions at national, European and international level.

Advise: We provide support for all issues of concern to the dairy industry at national, European and international level, and for intra-company topics and crisis situations.

Analyse: We resolve complex issues in product and working groups and in our Scientific Advisory Board.

Educate: As the sector's central contact partner, we perform intensive public relations work, conduct an open dialogue, and are committed to a differentiated analysis of complex issues.

Exchange information: We support the regular exchange of news and views. We also organise expert conferences, workshops and specialist training events for member companies as well as parliamentary evenings and political debates.

Network

Regional expertise and international networking

By regular exchange of news and views, intensive collaboration and shared activities, we successfully develop the sector's inherent potentials.

Our cooperation partners are:

Regional

- State dairy associations in the Federal Republic of Germany
- VBPM - Association of Bavarian Private Dairies

National

- VDM - German Dairy Association
- GML - Association of State Dairy Federations
- ZMB - Central Dairy Market Reporting
- EXU - Export Union for Dairy Products
- BUMO - German Federal Association for Dairy Products
- ZDM - Central Association of German Dairy Producers
- BPM - German Federal Association of Private Dairy Producers
- DRV - German Raiffeisen Association
- DBV - German Farmers' Association
- BLL - German Federation for Food Law and Food Science
- SMM - German Association for the Protection of Milk and Milk Products

International

- EUCOLAIT - European Association of Dairy Trade
- ASSIFONTE - European Association of the Processed Cheese Industry
- EDA - European Dairy Association
- IDF - International Dairy Federation
- CIAA - Confederation of the Food and Drink Industries of the European Union