



action pack



Background – the Great Milk Debates 2007

The WI has a long standing commitment to farming and community sustainability. In 2007, as a reaction to the critical situation facing the dairy industry, it joined forces with the National Farmers' Union to launch the Why Dairy Farming Matters campaign. Two years earlier WI members had voted overwhelmingly in favour of a resolution to draw attention to the difficulties facing dairy farmers. A number of different factors illustrated the severity of the problem at that time:

-  around three dairy farmers a day were quitting milk production
-  farmers were paid an average of just 18 pence per litre for their milk
-  the average cost of production stood at around 21 pence per litre meaning most dairy farmers were losing 3 pence on every litre of milk they produced
-  supermarket profit margins on milk had risen to record levels while the price paid to farmers had fallen.

'The Great Milk Debate' ran from 23 April till 4 May 2007 and involved WI members organising debates in their area to highlight the critical situation facing British dairy farmers. They also emphasised to the public the importance of the dairy farming industry in relation to diverse issues such as the environment, food supplies, tourism, the wider rural economy and the countryside.

In total, with NFU support, nearly 100 debates took place across England and Wales involving 15,000 people and generating local and national media coverage.

So, what happened next?

A great deal of progress has in fact been made since the WI and NFU joined forces in 2007. Most importantly several major retailers have invested millions of pounds in establishing dedicated relationships with the dairy farmers who supply them with liquid milk.

These developments have encouraged retailers to enter into long-term partnerships with dairy farmers and to take much greater responsibility for the fortunes of their milk producers, often by paying transparent and market-leading prices for milk. Around 2,000 of Britain's 13,000 dairy farmers are today involved in some form of dedicated relationship with a retailer, and are benefitting from these investments.

Milk production is also on the increase for the first time in nearly five years. So far this year production is 3% higher than last year. This is an encouraging sign and if it can be sustained could signal a reversal of Britain's long-term declining trend in milk production.



Current issues facing British dairy farming

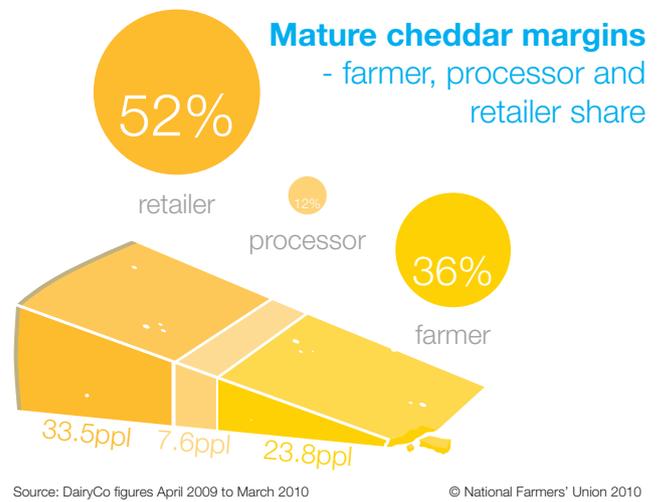
While a great deal of progress has been made by retailers to establish dedicated relationships with the dairy farmers who supply them with fresh, drinking milk, there is a growing split in the price being paid to farmers fortunate enough to obtain a retail contract and those who cannot.

The average cost of milk production is estimated to be over 27 pence per litre (ppl), but the average milk price stands at 24.5ppl. This means that, yet again, the majority of dairy farmers are losing money on every litre of milk they produce.

A recent industry report revealed that retail gross margin on milk and cheese has grown to record levels. At the same time the margins made by processors and prices paid to dairy farmers have fallen. For example, last year the retail gross margin for mature cheddar rose to a staggering 52% (see cheese graphic above).

Earlier this year the NFU's 'Great Milk Robbery' investigation also revealed that farmers are missing out on their share of millions of pounds following substantial rises in wholesale prices of major dairy commodities such as milk, cheese and cream. This suggests that the supply chain is still not functioning properly.

The consequences of this situation could lead to a fall in milk production, a continued high exit rate of dairy farmers and low levels of investment on British dairy farms. For consumers of British dairy products, and for anybody who enjoys the British countryside, this could ultimately lead to fewer British dairy farms, less product choice and more imports on supermarket shelves.



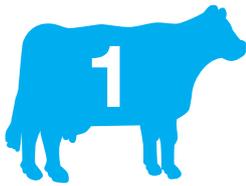
What is our campaign calling for?

-  Not all retailers have stepped up to the challenge and it's time for all supermarkets to take responsibility for their dairy farmer suppliers by establishing a dedicated pool, with a transparent and fair pricing model.
-  Supermarkets are not the only retailers of dairy products – there are other large customers of British milk and dairy products (coffee chains, high-street food outlets, chocolate manufacturers) that need to play their part in ensuring the dairy industry's survival.
-  Very little effort has been made by retailers to demonstrate any commitment to dairy farmers producing cheese. We want all British retailers to set up dedicated cheese groups to replicate the success of those that have been created for farmers producing fresh drinking milk.

Retail price of milk - who gets what



Get involved— things you can do



Keep buying British dairy products.

Look out for the Red Tractor logo which is a guarantee you are buying high quality food and drink that meets strict standards of food safety, environmental protection and animal welfare. It also includes a guarantee of origin - the Union flag in the Red Tractor logo tells you that the product has been farmed, processed and packed in the UK. Pay special attention to country of origin labelling when buying processed dairy products such as butter and cheese. Spread the word about the Red Tractor logo in your local community.



Make a list of those products that don't carry the logo

and send it to whereistheredtractor@nfu.org.uk. We will contact the brand manufacturers and retailers to ask them why not.



Hold a branch event

to celebrate the wide array of dairy products produced in Britain. Why not invite along a local dairy farmer to tell you about their farm and someone from a local farm shop to showcase their products?



Hold a cookery competition

using the best of British dairy products. Get inspiration for your event from the recipes in this booklet. Don't forget to let the public affairs team at the NFWI know about your event - email pa@nfwi.org.uk or telephone: 020 7371 9300.



Enter our competition



Dairy cattle grazing in fields are an important feature of the British countryside. Grazing animals are important to the vegetation structure of pasture land through their selective grazing, trampling and manure. Send a photograph that captures how dairy cows contribute to the unique look of our countryside to jon.chinery@nfu.org.uk. The winner will receive £250 of Farm Stay vouchers. Closing date 30th June 2011.



Top 10

British dairy farming facts

- 1 There are 13,401 dairy farmers in Britain (England, Scotland and Wales) milking more than 1.5 million dairy cows

1.5 million
dairy cows
- 2 British dairy farmers produce more than 11 billion litres of milk annually - that's 31 million litres a day

11 billion
litres of milk
- 3 The average British dairy farm has 113 cows

113
dairy cows
- 4 The black and white Holstein Friesian is Britain's main breed of dairy cow

black and white
Holstein Freisian
- 5 A typical dairy cow produces 6,945 litres of milk annually

6,945
litres of milk
- 6 Dairy farmers help to manage Britain's 500,000km of hedgerows - home to a wide variety of farmland birds and wildlife species

500,000km
of hedgerows
- 7 Greenhouse gas emissions from British dairy farms have reduced by 25% since 1990

-25%
Greenhouse gas emissions
- 8 Over 50% of the beef produced in Britain originates from the dairy herd

+50%
of British beef
- 9 97% of the British public consume dairy products, with 89% doing so daily

97%
of British public
- 10 The average British person consumes 81.9 litres of milk and 6.2 kg of cheese annually.

6.2kg
of cheese



Celebrate British dairy farming with these **tasty recipes**



Cheese & onion quiche

Ingredients

- 25g (1oz) Red Tractor butter
- 500g (17oz) small Red Tractor onions, (about 5 in total), halved and finely sliced
- 2 eggs
- 284ml (10fl. oz) pot Red Tractor double cream
- 140g (5oz) Red Tractor British mature cheddar, coarsely grated

For the pastry

- 280g (10oz) Red Tractor plain flour, plus extra for dusting
- 140g (5oz) cold Red Tractor butter

Method

1. To make the pastry, tip the flour and butter into a bowl, then rub together with your fingertips until completely mixed and crumbly. Add 8 tbsp cold water, then bring everything together with your hands until just combined. Roll into a ball.
2. Roll out the pastry on a lightly floured surface to a round about 5cm larger than a 25cm tin. Use the rolling pin to lift it up, then drape over the tart case so there is an overhang of pastry on the sides. Using a small ball of pastry scraps, push the pastry into the corners of the tin. Chill in the fridge or freezer for 20 mins to prevent shrinkage.
3. Heat oven to 200°C / fan 180°C / gas 6. While the pastry is chilling, heat the butter in a pan and cook the onions for 20 mins, stirring occasionally, until they become sticky and golden. Remove from the heat.
4. Lightly prick the base of the tart with a fork, line the tart case with a large circle of greaseproof paper or foil, then fill with baking beans. Blind-bake the tart for 20 mins, remove the paper and beans, then continue to cook for 5-10 mins until biscuit brown.
5. Meanwhile, beat the eggs in a bowl, then gradually add the cream. Stir in the onions and half the cheese, then season with salt and pepper. Carefully tip the filling into the case, sprinkle with the rest of the cheese, then bake for 20-25 mins until set and golden. Leave to cool in the case, trim the edges of the pastry, then remove and serve in slices.





Create **cheesy people** to eat

Ingredients

- 100g (4oz) Red Tractor Cheddar cheese
- 100g (4oz) Red Tractor wholemeal plain flour
- 150g (5oz) Red Tractor self raising flour
- 50g (2oz) Red Tractor butter, room temperature
- Pinch of salt
- 150ml (5fl. oz) Red Tractor whole milk, plus a tablespoon or two for brushing
- Seeds, such as poppy, sunflower, pumpkin & pine nuts, to decorate

Method

1. Preheat the oven to 220°C / Gas 7.
2. Grate the cheese.
3. Place the flour in a large bowl then use your fingertips to rub in the butter. Using a round table spoon, stir in the cheese and salt and then add the milk. Gather the mixture in your hands and press it together to make a soft dough.
4. Lightly dust the surface with a little flour then roll out the dough to a thickness of 2cm. Using a gingerbread man, or other shaped cutter, firmly stamp out the shapes. Re-roll the trimmings and stamp out more. Transfer to a non-stick baking sheet, brush with a little milk and decorate with the seeds – press them in firmly with your fingertips. Bake for 12 – 15 minutes until well risen and golden. Cool on a wire rack and serve just warm or at room temperature.



Apple **muffins**

Ingredients

- 255g (9oz) Red Tractor plain flour
- 3 teaspoons baking powder
- 1/2 teaspoon salt
- 100g (4oz) Red Tractor caster sugar
- 60g (2oz) Red Tractor butter
- 225ml (8fl. oz) Red Tractor semi-skimmed milk
- 110g (4oz) Red Tractor apples - peeled, cored and chopped

Method

1. Preheat oven to 200°C / Gas mark 6. Lightly grease a 12-cup muffin tin, or line with paper muffin cups.
2. In a large bowl, sift together the flour, baking powder and salt.
3. In a separate bowl, cream together sugar and butter. Stir the flour mixture into the sugar mixture alternately with the milk. Fold in the fruit. Pour batter into prepared muffin tin.
4. Bake in preheated oven for 20 to 25 minutes, until a toothpick inserted into the centre of a muffin comes out clean.





Key contacts



National Federation of Women's Institutes (NFWI)

104 New Kings Road
London
SW6 4LY
Tel: 020 7371 9300
www.thewi.org.uk



National Farmers' Union

Campaigns department
Agriculture House
Stoneleigh Park
Warwickshire
CV8 2TZ
Tel: 024 7685 8684
www.nfuonline.co.uk
www.whyfarmingmatters.co.uk



Dairy Co

Agriculture & Horticulture Development Board
Stoneleigh Park
Kenilworth
Warwickshire
CV8 2TL
www.dairyco.org.uk
www.thisisdairyfarming.com



Red Tractor

Assured Food Standards (AFS)
4th Floor
Kings Building
16 Smith Square
London SW1P 3JJ
www.myredtractor.org.uk

Remember

Send any lists of dairy products that don't carry the Red Tractor logo to whereistheredtractor@nfu.org.uk. We will contact the brand manufacturers and retailers to ask them why not.