





**Cooperation through the
Sino-Dutch Dairy Development Centre**

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FrieslandCampina at a glance

11.3 Billion
euro revenue

22,168 employees

Facilities in 32 countries

Export to more than 100 countries

19,054
member dairy farmers own
the company

Millions
of consumers every day

Figures 2014 2



We are a top 5 player
in the international dairy sector

Company Dairy Revenue 2013 (Cbn)	
1. Nestlé - Switzerland	21.3
2. Danone - France	15.2
3. Lactalis - France	14.6
4. Fonterra - New Zealand	11.5
5. FrieslandCampina - Netherlands	11.2
6. Dairy Farmers of America - USA	11.2
7. Arla Foods - Denmark/Sweden	9.4
8. Saputo - Canada	6.6
9. Dean Foods - USA	6.5
10. Yili - China	5.7
11. Unilever* - Netherlands/UK	5.6
12. Meiji - Japan	5.6
13. DMK - Germany	5.3
14. Mengniu - China	5.3
15. Sodiaal - France	5.0
16. Bongrain - France	4.4
17. Kraft Foods - USA	4.4
18. Müller* - Germany	3.8
19. Schreiber Foods* - USA	3.8
20. Morinaga Milk Industry - Japan	3.6

Source: Rabobank, July 2014 3



China is an important market for us



Locations in China

- FrieslandCampina is present with three offices in China: Consumer Products in Shanghai and Hong Kong and Ingredients in Beijing



Exports to China

- ~ 80% infant and toddler nutrition (baby milk powder)
- ~ 20% other, including B2B ingredients and products for retail and food service such as branded cheese



Main brand in China

- Infant and toddler nutrition primarily sold under strong premium Friso brand

To enable sustained growth of our business in China, we give back through our dairy development program

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The Sino-Dutch Dairy Development Centre was launched in 2013



中荷奶业发展中心启动
Launch Event of the Sino-Dutch Dairy Development Centre
16 February 2013






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SDDDC's activities are fivefold

-  Perform high-profile **research** projects on current Chinese dairy safety and quality issues and involve and engage relevant Ministries
-  Support a **Dutch Dairy Expertise Centre** in China where safety and quality systems can be put into practice
-  Organize a series of **Dutch Dairy Experiences** (field trips) for different stakeholders to showcase best practices in Netherlands
-  **Cultivate research talent**, facilitate faculty exchange and set up training courses
-  Organize other activities to involve and **engage relevant stakeholders**

A white paper is written to identify the key trends and issues in the Chinese dairy sector. The findings are used for detailing the SDDDC's program.

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Our achievements so far:
Annual publication White Paper on China Dairy

Level	Core	MOZS	MISC	Programme	Cooperation	Guidance
Food Safety	Safe food production (GAP, HACCP, etc.)	Regulation (Law, etc.)	Production (Dairy herd, etc.)	FAO/WHO from producer to retailer (including marketing & trading)		
Supply Security	Dairy production & processing & marketing	Costs (land, labour, etc.)	China context & GDP			
Environment	Water use & management (Effluent treatment, etc.)	Prepared systems (for soil conservation and water for husbandry)				
Chain Security	FAO/WHO In Code for dairy (System of cooperation for AFD)					
	Nutrient handling (incl. nutrient utilization)					
	Dairy herd improvement					
	Vertical integration (dairy processor & farms)					
	Quality control (dairy herd & chain)					

2014



Since the launch additional partners have joined

CRV joined in Dec 2014 committing to a 3 year contribution

Zhongdi SinoFarm brought in a farm in Dec 2014 as base for our Expertise Centre

Rabobank stepped in committing to a 3 year contribution

We have set high ambitions for the future

- More research and training
- Extend expertise centre network
- More publications
- More field trips
- More partners



Thank you!