



Global Water Scarcity: What Dairy Companies Need to Know

(Drinks Media Wire). **Exciting New Signature Session to Debut at International Dairy Show Wednesday, July 20, 2011**

Continued population growth, increasing pollution and changing climate conditions have created the potential for unprecedented water scarcity in coming years, according to prominent environmental scientists, international organizations and business consultants. Recent headlines and a myriad of new publications urge immediate action, saying that business as usual is not a real option.

These alarming predictions about the availability of and access to abundant supplies of fresh water prompted the dairy industry to take a deeper look into what farmers and manufacturers can do now to assess their operational and supply-chain water footprints and create water-management strategies to ensure long-term prosperity.

The International Dairy Show will feature a Signature Session titled "Global Water Scarcity: What Dairy Needs to Know," on Tuesday, September 20. The session, sponsored by the Innovation Center for U.S. Dairy, the leader of sustainability research and implementation in the dairy industry, will demonstrate the risks of inaction and the rewards of implementing a series of immediate, short-term and long-range steps that all dairy processors - large and small - can and should take.

The International Dairy Show, presented by the International Dairy Foods Association, will take place September 19-21 at the World Congress Center in Atlanta. In addition to the main session, the show will include a series of education sessions featuring best practices in sustainability and plant operations for the dairy industry.

"Companies that heed the warning signs and plan wisely will be able to protect their operations and gain significant cost savings, while helping to advance the broader goal of solving the water challenges facing us all," said Robin Cornelison, IDFA trade show director. "In this session, industry experts will describe how farms and businesses can act now to identify and manage water risks and opportunities based on sound science. They'll also share the positive results of water-conservation strategies in current use today."

Prominent Experts to Lead Panel Discussion

Tuesday's Signature Session panelists include environmental science and dairy experts Marty Matlock, Ph.D., and Ying Wang, Ph.D.

Recently appointed by Agriculture Secretary Tom Vilsack to the U.S. Department of Agriculture's Advisory Committee on Biotechnology and 21st Century Agriculture, Dr. Matlock is also professor and area director for the Center for Agricultural and Rural Sustainability, University of Arkansas. Over the last decade he has developed an internationally recognized program in ecological engineering at the University of Arkansas. Dr. Matlock also is working with the Sustainability Consortium in the Sam M. Walton College of Business to develop a global platform for science-based, outcome-driven, transparent metrics for sustainable production across the food, beverage and agriculture supply chain.

Dr. Wang, director, sustainability research for the Innovation Center for U.S. Dairy, oversees all sustainability research projects including the development of life cycle assessments (LCAs) for dairy products and packaging, and coordination with international dairy organizations to establish uniform standards for dairy LCAs. Dr. Wang has more than 10 years of research experience in the area of life cycle assessment, eco-design and eco-materials.

Session attendees will hear real-life stories about what's being done to reduce, reuse and recycle water on farms and in plants. They also will consider how the implementation of water conservation strategies can help decrease costs and their companies' carbon footprint while preparing their businesses for long-term prosperity.

The International Dairy Show will feature the newest innovations in technology, packaging, ingredients and services for the dairy foods industry. Education sessions will offer solutions that span the entire manufacturing process, and attendees will have the opportunity to visit exhibits displaying everything dairy companies need to run more efficiently, create new products and improve profitability.

For more information, visit <http://www.dairyshow.com> or contact Cornelison at rcornelison@idfa.org.

The International Dairy Foods Association (IDFA), Washington, D.C., represents the nation's dairy manufacturing and marketing industries and their suppliers, with a membership of 550 companies representing a \$110-billion a year industry. IDFA is composed of three constituent organizations: the Milk Industry Foundation (MIF), the National Cheese Institute (NCI) and the International Ice Cream Association (IICA).

IDFA's 220 dairy processing members run more than 600 plant operations, and range from large multi-national organizations to single-plant companies. Together they represent more than 85% of the milk, cultured products, cheese and frozen desserts produced and marketed in the United States. IDFA can be found online at www.idfa.org.

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