

Innovation, An Opportunity or a Threat to Milk

International Dairy Federation
World Dairy Summit November 2004

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Innovation, an Opportunity or a Threat to Milk

Innovation Threats

Consumer Needs

Innovation Opportunities

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Innovation Threats

Environment Impacting on Milk Demand

- Demographics
- Consumers' understanding of milk
- Health concerns
- Government regulations / guidelines

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Innovation Threats

Substitutes to Milk

- Direct eg; Calcium fortified foods
- Novel and/or health foods
- Diets

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Consumer Needs

- Health
- Convenience
- Pleasure
- Value

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Innovation Opportunities

Milk's inherent benefits

- Nutrient dense
- Bone health
- Probiotic carrier
- Enjoyable
- Nurturing

Innovation Opportunities

Innovation can increase milk consumption

- Break out of commodity thinking
- Focus on consumer needs
- Link to inherent benefit's
- Using brands

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Threats from innovation shouldn't be underestimated

Innovation is most successful when used to satisfy consumer needs

Real innovation opportunities exist

***Innovation is a threat to those who
don't innovate***