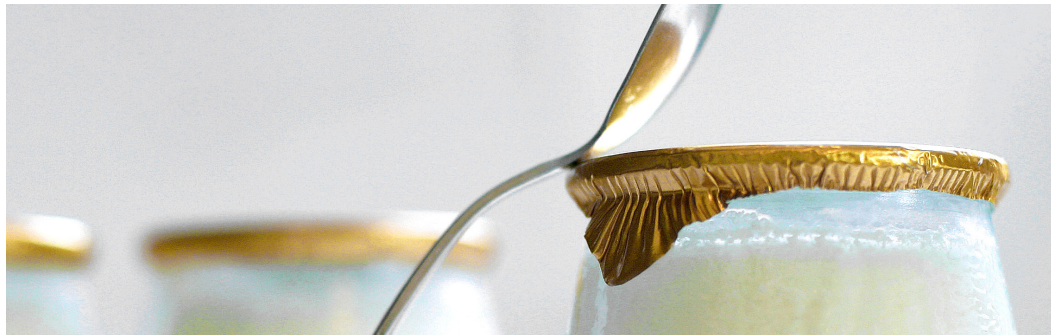




YOGHURT
& LIVE
FERMENTED MILKS
ASSOCIATION



YLFA INTERNATIONAL

THE YOGHURT AND LIVE FERMENTED MILKS ASSOCIATION

- The only trade association that promotes Yoghurt and Fermented Milks, their ingredients and their live cultures at both EU and International level
- Founded in 2005 and based in Brussels
- Official Observer at the Codex Alimentarius

YLFA acts to ensure the recognition of the specificities of yoghurt and fermented milks by national and international public authorities by promoting high quality standards.

YLFA provides a unique platform for debate, sharing of expertise and proactive decision-making, in collaboration with other national, European and international inter-professional bodies.

YLFA acts for its members by monitoring and taking strong positions on key issues in scientific and technical matters (Quality, Regulation and Nutrition). YLFA is a leading source of technical and legal information on yoghurts, fermented milks, cultures and probiotics in dairy products.

YLFA's added value is ensured by the experience and expertise of its members. The members are 'active' (yoghurts and fermented milks producers) or 'associated' (culture producers). YLFA is currently expanding the membership to national yoghurt associations.

YOGHURTS AND FERMENTED MILKS ARE :

- Live traditional products recognised by the scientific and medical community as being of value for human health.
- A successful demonstration of food technology, making it possible to offer consumers a product in which the active cultures are preserved in a living state.
- Innovative products with a strong image whose denomination and category should be recognised and protected.

NUTRICIOUS . DELICIOUS . GOOD FOR YOU . INNOVATIVE . HEALTHY

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3 GOOD REASONS TO BECOME A MEMBER OF YLFA



1. YLFA, A LEADING PLATFORM FOR ACTIVE DEBATE ON CURRENT AND EMERGING ISSUES

Our industry currently faces regulatory changes that generate uncertainties and create new challenges, which all require close monitoring. YLFA provides a unique platform that collects and analyses emerging information affecting the sector and generates active debate prior to decision-making.

YLFA monitors all issues that can impact the yoghurt and fermented milk sector...

- New standards: national, regional and international (Codex Alimentarius) standards on yoghurts and fermented milks, from development through to implementation.
- Live micro-organisms including probiotics: from status to labelling rules
- Nutrition : nutrition content and labelling, nutrient profiles and the way they are implemented (traffic light system, advertising to children and food taxes...)
- Health benefits, i.e. health claims regulations, recognition of the health benefits of yoghurts and fermented milks (e.g. improved lactose digestion), as well as the communications rules about these health benefits.

YLFA promotes the key role of the yoghurt and fermented milk category in a healthy and balanced diet...

- How to make sure that the nutritional value of our live and natural products is, in a consistent way, promoted by national policies through food based dietary guidelines?
- What about the perception of the consumers? Do they understand the specificities and healthy attributes of yoghurts and fermented milks? What about promoting specific labelling emphasizing the strong nutrient profile of the products? Or the presence of micro-organisms i.e. starter cultures and probiotics?
- Are current Standards sufficient to safeguard the category from misuse of the denominations, in particular when products are heat treated or made from non-dairy ingredients.
- Are current Standards sufficient to protect traditional specialities and innovations in the sector?

2. YLFA, A LEADING PLATFORM FOR ADVOCACY OF SECTOR POSITIONS

YLFA enables the exchange of views, resources and expertise on a non-competitive basis to develop strong positions on strategic issues related to Quality, Regulation and Nutrition, in collaboration with other food and dairy trade associations.

SOME RECENT EXAMPLES...

YLFA's role in the adoption of Codex Alimentarius Standards on yoghurts and fermented milks.

- YLFA played a key role in the process leading to the final adoption, in 2010, of the International Standard on fermented milk. This marked an historical milestone for YLFA. YLFA successfully lobbied for the Codex Standard to ensure that yoghurts are live products and to define the drinks based on fermented milks category (which includes probiotic drinks) as a dairy product.
- YLFA works in close collaboration with countries consuming and producing «traditional» fermented milks whose aim is that specific categories of fermented milks, like Ayrán or Doogh, are defined by regional Codex Standards.
- YLFA also advocates for national definitions of yoghurts and fermented milks complying with the Codex standard (e.g. in India and South Africa as well as some EU Member States).

YLFA advocates for the recognition of probiotics as an established category of micro-organisms, according to the definition agreed by the FAO/WHO in 2001. At international level, YLFA strives to foster the development of International Guidelines on 'probiotic micro-organisms' to provide companies and regulatory authorities with a workable framework. At European level, YLFA is advocating for authorization by the European Commission for a clear regulatory status for this category. This is currently the object of intensive

discussions with the European Institutions.

YLFA is pursuing a long-term strategy to shape the dialogue on the specific category of living micro-organisms. YLFA took position on the labelling of Microbial Food Cultures as regards European legislation. This intensive work, endorsed by numerous national associations in 2011, provided a consensual framework to all national

authorities across Europe, who took positions accordingly.

YLFA'S SUPPORT

- Position papers
- Database of national regulations
- Regular news on website and intranet

3. YLFA, A LEADING PLATFORM FOR NETWORKING AND REPRESENTATION AT EU AND INTERNATIONAL LEVELS

One of YLFA's major assets is its strategic networking, promotion and representation capabilities. YLFA cooperates actively with the whole industry, the scientific community and the European Institutions. YLFA has been granted official observer status at the Codex Alimentarius.

YLFA MEETS REGULARLY WITH

- **National, European and International food or dairy industry associations**
 - YLFA collaborates with a number of EU national associations representing dairy products and/or yoghurts and Fermented Milks (France, Spain, Italy, Germany, UK,...)
 - YLFA is observer at the European Association of Dairy products (EDA) and partner of other trade associations, such as the European Food and Feed Cultures Association (EFFCA), the International Association of Probiotics (IPA) or the International Dairy Federation (IDF).
- **Public authorities** : YLFA has developed a strong network with the European Institutions (EU Commission, Parliament and Council), national governments, experts of the EU Member States and related International Organisations.
 - **Codex Alimentarius** : YLFA has also developed a strong network with member delegations of the Codex Alimentarius. YLFA attends, as an observer, the Codex Commission, as well as working groups (like the CCMP, CCNFSDU or CCFL), and regional committees (CCEURO and CCNEA).
 - **The scientific community**
 - YLFA sponsors events such as the Metchnikoff Prize.
 - YLFA participates in the French scientific mission of SYNDIFRAIS that supports research on live fermented milks and probiotics.
 - YLFA is currently considering creating a Scientific Consultative Group with internationally recognised experts.
 - **Professionals** such as the specialised media, consultants or market research companies.



MARKET

The yoghurt and fermented milks market today represents € 63.2 billion and 31.6 million tons produced per year (1) with North America, Europe and Asia accounting for 77% of the market.

Sales of yoghurt and fermented milks also continue to expand worldwide, most noticeably in emerging markets such as China, Brazil and Russia, as well as in countries in the Middle East, North Africa and Latin America.

In the span of 5 years, the global sales value increased of about 39 %.

FOCUS

YOGHURT

The European yoghurt market has experienced continuous growth in recent years. Between 2007 and 2012, it went from € 20.1 billion to € 23.4 billion, which represents an increase of 16% over five years (2).

FORTIFIED/FUNCTIONAL YOGHURT

The fortified/functional yoghurt market grew from € 5.7 billion in 2007 to € 6.6 billion in 2012, an increase of 15% (3). Probiotic drinks in particular have contributed to fermented milks market growth, leading to some of the most innovative new products in the dairy sector today.

(1) Datamonitor

(2) & (3) Euromonitor International

YLFA MANAGEMENT

- Secretary General: Carine Lambert
- The Association is overseen by a Board of Directors. The Board meets twice a year, or more if needed. Board meetings by conference call may also be organised.
- Each active member has one vote.
- Each member company, active or associate, designates one permanent representative and one substitute to the Board of Directors.
- Invited experts may attend the Board meetings, depending on the agenda.
- Working groups are created for specific issues.



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