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## Dairy Industry Launches New Sustainability Website

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BRUSSELS, BELGIUM, 25 September 2009 – In a worldwide dairy industry effort to reduce carbon emissions as part of its continued contribution to help address global warming, the “[Dairy Sustainability Website](#)” was launched today. This site aims at sharing best practices, promoting environmentally focused initiatives and improving overall performance of the dairy sector.

The site launch is the beginning of a transparent portal to action taken by the global dairy industry to contribute to mitigation of greenhouse gas emissions. It was launched immediately after signing the Global Dairy Agenda for Action—an industry declaration to reduce carbon emissions as part of its contribution to help address global warming, where seven dairy organisations gathered at the World Dairy Summit in Berlin pledging their commitment to addressing climate change.

The site hosts a vast majority of information regarding sustainable dairy activity worldwide. One major initiative is the ‘Green Paper,’ a project that catalogues online initiatives illustrating the continuous improvements already made and in progress along the whole of the dairy supply chain.

With more than 260 initiatives catalogued under six primary areas, the Green Paper section on the Website lists these case studies from different regions of the world with examples of how the industry is doing things such as:

- Emissions reductions
- Energy efficiency
- Transport efficiency
- Reduction in loss of milk
- Resource efficiency
- Life cycle analysis and management

The site also includes information about the Global Dairy Agenda for Action, climate change fact sheets, as well as scientific publications and a press room.

For more information, visit [www.dairy-sustainability-initiative.org](http://www.dairy-sustainability-initiative.org).

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