



## **PRESS RELEASE**

### **The Taste of Goodness: A renaissance for Jersey and Guernsey dairy products**

The producers and processors of Jersey and Guernsey Milk have unveiled a brand new campaign to promote the full range of dairy products originating from Jersey and Guernsey cows. The campaign, to be launched to trade in November, will present milk and dairy products from Jersey and Guernsey breeds in a modern light whilst celebrating the particularly rich and creamy taste with which they are synonymous.

Supported by the Milk Development Council (MDC), the campaign will aim to increase consumer demand in the spring and autumn seasons when demand is lower and will be launched to consumers as 'The Taste of Goodness' in spring 2007.

Created by Bray Leino Public Relations – the agency behind the recent high profile campaign promoting West Country Farmhouse Cheddar – the campaign will focus on the luxurious taste of the product and the beautiful Jersey and Guernsey breeds.

Recent independent research commissioned by the Milk Development Council revealed a degree of confusion among the public about the origins of the milk often referred to as 'Channel Island'. It also showed a lack of understanding of the unique characteristics of the milk, its high levels of calcium and its true fat content.

As consumers become increasingly interested in regional specialties and local sourcing, they will be encouraged to sample the wide range of goods and to consider using Jersey and Guernsey produce on more regular occasions, not just as a 'luxury'. The core message? Rich and creamy milk from Jersey and Guernsey cows is naturally delicious, a favourite with the whole family and the perfect ingredient.

Christian Fox, who chairs the MDC-supported Jersey and Guernsey forum, said: “It’s a fantastic opportunity for the whole supply chain. We are urging dairy producers, wholesalers, food processors and retailers to co-ordinate their own marketing activity alongside the campaign to take full advantage of the upsurge in consumer demand.”

Amanda Ball, marketing manager at the MDC for added-value projects, is keen to speak to anyone who is not currently represented at the forum and would like to be involved as a manufacturer of Jersey and Guernsey products.

“The MDC can facilitate and project-manage the campaign, but active industry participation is essential to making it successful,” she says.

For more details on how to get involved contact Amanda Ball at the MDC on 01285 646500 or email [amanda.ball@mdc.org.uk](mailto:amanda.ball@mdc.org.uk).

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**Notes to editors:**

**About the Jersey and Guernsey Forum**

The forum is a representative body created for, and run on behalf of and by, producers and processors of milk from the Jersey and Guernsey breeds of cattle in the UK. It exists to support the development of the market for Jersey and Guernsey products.

**About the Milk Development Council**

The Milk Development Council (MDC) - is a Non Departmental Public Body established by the Agriculture Ministers following the reorganisation of the milk industry at the end of 1994. Their

mission is 'to advance the competitive position and enhance the technical strengths of Great Britain's Dairy Farmers'.

MDC is funded by a statutory levy on milk sold off farms in Great Britain. It is run by a Council of 11 people appointed by the Ministers, supported by staff based at the Cirencester office and in the field.

MDC's aim is to provide the opportunities, insights and expertise that help dairy farmers improve their profits; its activities focus on three distinct areas to achieve this:

- the opportunities that can add value to, increase demand for or arrest the decline of raw milk – the focus of the MDC Market Development team
- the insight and knowledge that can increase power and aid better decision-making – the focus of the MDC Datum economics team
- the efficiency, expertise and business-focus with which milk can be produced – the remit of the MDC Farm Management team