

FoodBev Media's Dairy Innovation magazine in conjunction with the International Dairy Federation have announced the finalists and winners in the 2011 IDF Dairy Innovation Awards.

This year's awards attracted over 100 entries from 25 countries in 14 categories ranging from products, to packaging, marketing and environmental sustainability. **Tate & Lyle** sponsored the Brands and Products categories. The judging panel selected the finalists and winners in August.

The panel included:

- Meiyuan Yu – national secretary, Chinese National Committee of IDF
- Judith Bryans – director, The Dairy Council
- Mike Johnston – chief executive, Dairy Council for Northern Ireland
- Christian Robert – director general, IDF
- Jörg Seifert – technical director, IDF
- Caroline Leroux – communication specialist, IDF
- Sandra Tuijtelaars – nutrition officer, IDF
- Stanislav Jas — environment & sustainability officer, IDF
- Richard Veit – managing director, Central and Eastern Europe, Interbrand
- Geoff Platt – editor, Dairy Innovation magazine, FoodBev Media

The panel was chaired by FoodBev Media group editorial director Bill Bruce. To read more about all the innovations entered into the awards, see the 2011 IDF Dairy Innovation Awards Showcase magazine, which features every entry – included in the next issue of Dairy Innovation magazine.

Best new cheese

Finalists:

- Fivemiletown Creamery, from Ireland, with Goats Boilíe with Pesto in Rapeseed oil
- Fivemiletown Creamery, from Ireland, with Goats Boilíe with Sundried Tomato in Rapeseed oil

Winner:

- La Fromagerie, from Canada, with Mini Hors-D'oeuvre

Best new butter or spread

Finalists:

- Irish Dairy Board, from Ireland, with Kerrygold Honey Spread
- Meiji Co Ltd, from Japan, with Meiji OffStyle

Winner:

- Ljubljanske Mlekarne, from Slovenia, with MU Vita

Best new ice-cream

Finalist:

- Inner Mongolia Mengniu Dairy Group, from China, with Suibian Wending

Winner:

- Nanyang Polytechnic, from Singapore, with Frozherb

Best new dairy drink

Finalists:

- Fair Cape Dairies, from South Africa, with Rooiboost shots
- Corporación Alimentaria Peñasanta, from Spain, with Jalea Vital

Winner:

- Inner Mongolia Mengniu Dairy Group, from China, with Xinyangdau Zhenyang

Highly commended:

- Gujarat Cooperative Milk, from India, with Amul Probiotic Lassee

Best new functional dairy product

Finalists:

- Fair Cape Dairies, from South Africa, with Rooibos Yogurt
- Horizon Organic, from the United States, with Horizon Fat Free Milk Plus DHA Omega-3

Winner:

- Parmalat Australia, from Australia, with Vaalia Innergy

Highly commended:

- Meiji Co Ltd, from Japan, with YH Flore

Best newcomer brand of business

Finalists:

- Avilton Foods Ltd, from the UK with the Jamie Oliver Continental Cheese Range
- AGV Products Corporation, from Taiwan, with Happy Ranch Healthy Milk with GOS
- The Collective, from the UK, with The Collective

Winner:

- Bright Dairy & Food Co Ltd, from China, with Mosili'an

Highly commended:

- Ljubljanske Mlekarne, from Slovenia, with MU Vita

Best health education or nutri-marketing initiative

Finalists:

- MilkPEP, from the United States, with the Pour One More campaign
- Dairy Farmers of Canada, from Canada, with the Get Enough campaign

Winner:

- Dairy Farmers of Canada, from Canada, with the Power4Bones campaign

Highly commended:

- Iran Dairy Industries, from Iran, with the Dairy nutrition campaign

Best school milk campaign

Finalists:

- Inner Mongolia Mengniu Dairy Group, from China, with the Little Shell campaign
- Danish Dairy Board, from Denmark, with the Design Competition campaign
- Iran Dairy Industries, from Iran, with the School Milk development campaign

Winner:

- Korea Dairy Committee, from South Korea, with the Milk Mentor campaign

Highly commended:

- Tetra Pak GmbH & Co KG, from Germany, with its Joe Clever campaign

Best environmental sustainability initiative

Finalists:

- Atlantic Dairy and Forage Institute, from Canada, with its Quantification Protocol for emission Reductions from Dairy Cattle
- Arla Foods, from the UK, with its Environmental Sustainability Initiative

Winner:

- Inner Mongolia Mengniu Dairy Group, from China, with Mengniu sustainability programmes

**Highly commended: **

- Trustwater Ltd, from Ireland, with Trustwater

Best new ingredient for dairy foods or beverages

Finalists:

- Hilmar Ingredients, from the United States, with Hilmar 9420 Whey Protein Isolate
- Next Proteins Inc, from the United States, with XAPP Protein Fitness Drink

Winner:

- Meiji Co Ltd, from Japan, with Meiji Cocoa Liquid Type

Best new packaging innovation for dairy foods or beverages

Finalists:

- Nampak Plastics, from the UK, with Infini
- Nanyang Polytechnic, from Singapore, with Small Delight
- Piracanjuba, from Brazil, with Piracanjuba

Winner:

- Ecolan AB, from Sweden, with Ecolan packaging

Highly commended:

- ColorMatrix, from the UK, with Lactra

Best consumer TV/cinema advertisement or social networking marketing campaign

Finalists:

- Gujarat Cooperative Milk, from India, with the Amul Master Chef TV campaign
- Federation des Producteurs de lait du Quebec, from Canada, with its Milk campaign

Winner:

- SAMPRO, from South Africa, with Consumer Education Project of Milk SA – the Cow-dealer

Highly commended:

- Federation des Producteurs de lait du Quebec, from Canada, with its Milk campaign

Best print marketing, store promotion or POS

Finalists:

- Dairy Farmers of Canada, from Canada, with its Get a Load of Milk at the MuchMusic Video Awards promotion
- Federation des Producteurs de lait du Quebec, from Canada, with its Cream campaign

Winner:

- Coolio, from Belgium, with the Coolio promotion for Friesland Campina Mona

Highly commended:

- Dairy Farmers of Canada, from Canada, with the 2011 Canadian Cheese Grand Prix promotion

Best generic dairy marketing campaign

Finalists:

- Federation des Producteurs de lait du Quebec, from Canada, with its Cream campaign

- Luxlait Association, from Luxembourg, with Vitarium

Winner:

- SAMPRO, from South Africa, with Consumer Education Project of Milk SA – the Cow-dealer

Special Lifetime Achievement Award

- MilkPEP, from the United States, with Power of Nine