

The sustainability approach to increasing output from the dairy perspective



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Mengniu Group



Sustainable Development of Mengniu Group



Derek Wu, CSR Director of Mengniu Group

Vision

Become a consumer-centric, innovation-led, hundred years nutrition and health food company.

Mission

Focus on nutrition and health, bring happiness little by little to more people in every day and at every moment.

Value

Integrity, innovation, passion, openness.



International Company Management



● Strategic shareholders

● More partners



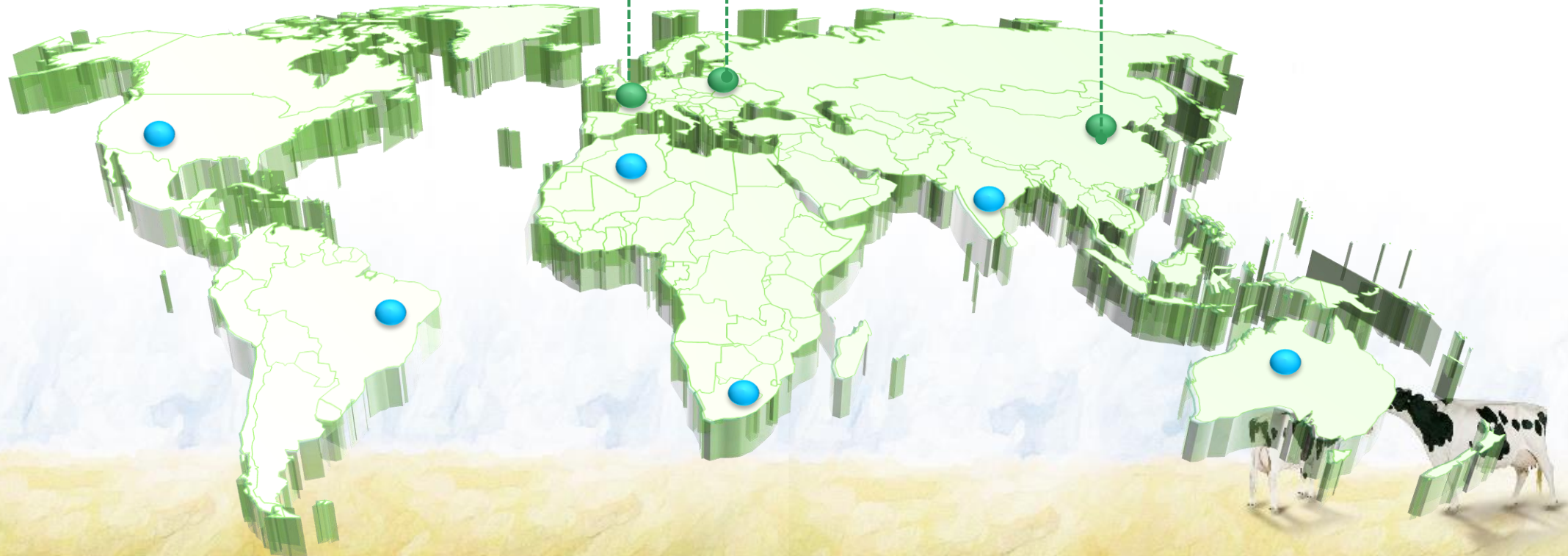
Largest strategic shareholder



Second strategic shareholder



Third strategic shareholder



Sustainable Development Strategy



❑ **Major business** : Provide nutrition and health solution for consumers and make a better improvement.

❑ **Partners** : Build a “**sustainable ecological system**” for employees and partners’ growth and realize longer trust.

❑ **Green** : Improve green development competitiveness for sustainable development of the environment and create less consumption.

❑ **Society** : Build “You are the prettiest” platform for the harmonious development of the community and make more contribution.



Promote Sustainable Development



Lead the draft of Dairy Corporate Social Responsibility Guide



Formulate and issue "Guidelines for the preparation of the Social Responsibility Report for the Food Industry 3.0 " together with Chinese Academy of Social Sciences



A Case of Sustainable Development : Farmer University



Establish a “ sustainable developing eco-system circle of milk source” that is influential to the entire industry.

281 ecological circle partners

1. More than **100** reporters and Chinese social responsibility experts visit the farm to witness and promote the good milk source of Mengniu.
2. The profit of the farms has increased **110** million yuan, the yield has increased **2.75** kg and the feed cost has decreased **0.19** yuan/kg.
3. In the past 3 years, Farm University has trained more than **3500** farm workers for free. The satellite lecture has covered more than **37** thousand people and Carry out **470** practical technical innovation projects on farms.

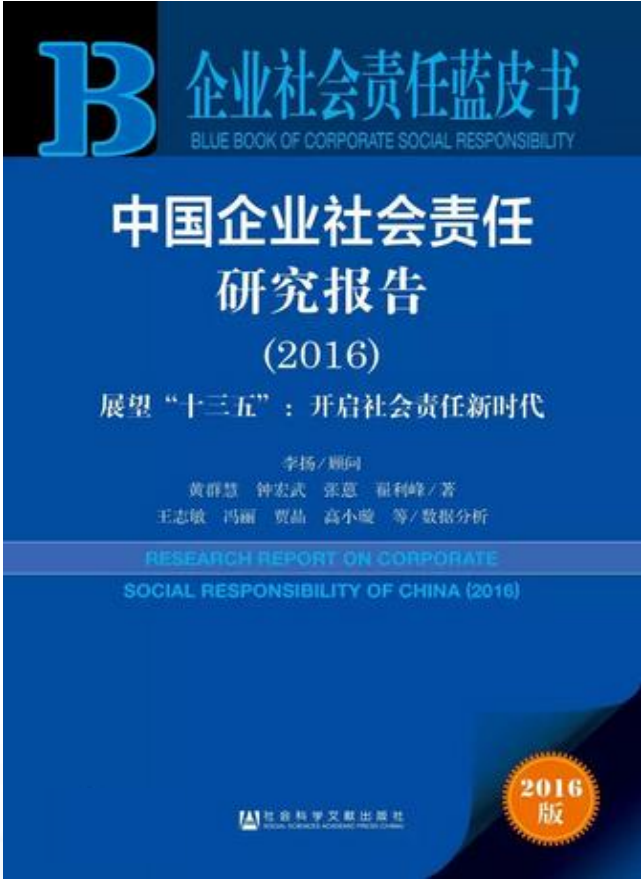


Won the 1st Place in 2016 Dairy Industry Social Responsibility Ranking



乳品企业社会责任发展指数（2016）

单位：分



序号	乳品企业	社会责任发展指数
1	内蒙古蒙牛乳业集团股份有限公司	86.7
2	北京三元食品股份有限公司	76.6
3	光明乳业股份有限公司	60.0
4	维维食品饮料股份有限公司	24.3
5	内蒙古伊利实业集团股份有限公司	24.1
6	恒天然乳品集团	22.2
7	达能(中国)有限公司	17.5
8	雀巢中国有限公司	15.9
9	完达山乳业股份有限公司	12.1
10	石家庄君乐宝乳业有限公司	9.1

Source: "Corporate Social Responsibility Blue Book 2016", October 30th.





中国-丹麦 乳品技术合作中心

China-Denmark Milk Technology Cooperation Centre

蒙牛集团 开放创新总监 Sinne Bundgaard Nielsen

Open Innovation Director of Mengniu Group



video



参与方

PARTICIPANTS

阿拉福兹

Arla Foods

蒙牛

Mengniu

丹麦农业食品

Danish
Agriculture and
Food Council

委员会

ConCash

ConCash

ConCash



阿拉花园式牧场到蒙牛花园式牧场

Arlagården® to Mengniugården

- ▶ 原奶质量管理项目
A quality management program for raw milk
- ▶ 实现蒙牛牧场与欧洲领先牧场全方位对标
Help Mengniu achieve profound benchmark with Europe
- ▶ 针对牧场审核人员开展长期培训
Carry out long-term effective training for farm auditors

Arlagården®



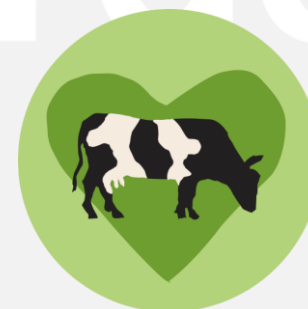
牛奶成分

Milk Composition



食品安全

Food Safety



动物福利

Animal Welfare



环境因素

Environmental Consideration



蒙牛

丹麦农场主进驻中国牧场

Danish Farmer in Chinese Farm

- ▶ 丹麦顾问约翰, 牧场管理经验丰富
Adviser with rich experience in farm management
- ▶ 走访多座蒙牛牧场
Inspected many Mengniu farms
- ▶ 跟踪指导, 提出建议
Follow-up instruction and specific advice
- ▶ 原奶品质和产量双重提高
Improve both quantity and quality in milk production



参与方

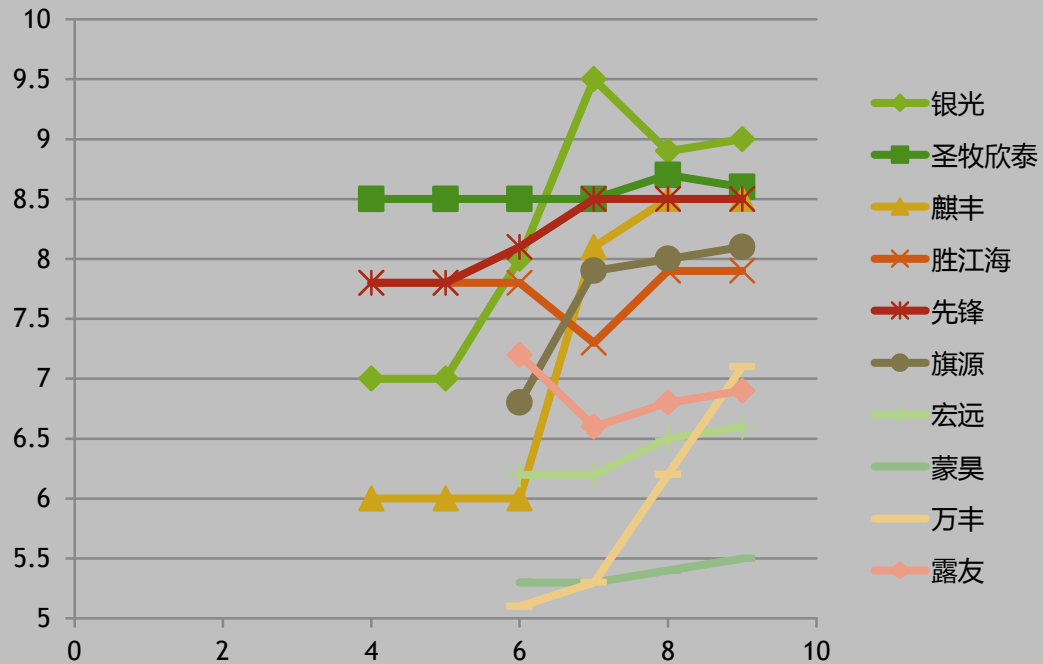
阿拉福兹
蒙牛

PARTICIPANTS

Arla Foods
Mengniu

丹麦农场主的工作成果

Output of Johan's work



- 走访 → 改善 → 回访 → 评定 → 跟踪
Visit, improvement, evaluate, follow-up
- 一轮探访指导
First round: May to August in 2014
- 二轮回访实践
Second round: October in 2014
- 10个牧场均有所提升, 综合单产提升
significant improvements on farms and yield



主要收获

Key learnings

做 Do's

- ▶ 聚焦牧场经济效益，实际操作打造模范牧场。

Focus on economic benefit on farm, with practical hands on role modeling.

- ▶ 聚焦在可以取得短期利益的领域。

Focus on areas where you can achieve short term economic benefit.

- ▶ 致力于两到三个行动计划，进行跟踪回访

Get commitment to 2-3 action points and do follow-up visits.

不做 Don't

- ▶ 聚焦在模糊的概念上，例如“动物福利”和“环境保护”

Focus on "fluffy terms" like "animal welfare" and "environmental protection" .

- ▶ 在没有讲清楚好处前就推行新的理念

Push new ideas without telling the benefits

- ▶ 与基层员工分享与多想法，却无法最终落实
- Share a long list of ideas with low level employees that cannot ensure commitment.

诚信

Integrity

创新

Innovation

激情

Passion

开放

Openness