

The Grocer

Dairymen 2021 - Focus On: Yoghurt & Potted Dessert

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Sustainability is a key focus for the dairy industry and wider grocery market. So, what are players in the yoghurt category doing to tackle the likes of climate change and plastic waste? The Collective this month announced plans to launch what it claims will be the UK's first carbon neutral dairy yoghurt. It came after Arla announced in May a direct purchasing initiative for renewable energy produced by its farmer owners. Why have the businesses done such things? What are other suppliers' sustainability ambitions? What initiatives have they introduced – and how much investment is involved? Do the measures go far enough? How much are they driving sales and influencing innovation?

KEY THEMES

Carbon reduction: what's the issue with carbon? How big of a deal is it in yoghurt making? How can it be reduced – and how effective are such measures? Who are the players leading the way? And how much is it costing them?

Renewable energy: how is it achieved? Who is making it a focus – and to what degree?

Plastic: the yoghurt sector is brimming with single-use plastic pots. So, what are suppliers doing to prevent a sea of waste – from alternative formats to recycling initiatives?

Plant-based: what claims do dairy-alternative yoghurts make about their sustainability? To what degree are they driving sales? Do they stand up to scrutiny?

B Corp status: Alpro this year become the first UK plant-based brand to achieve 'outstanding' B Corp status. How did it manage that? And what does the plaudit say about the brand? How can other yoghurt makers – particularly ones in regular dairy – aim to replicate such success?

DTC: some say online shopping is more environmentally friendly than in-store. What do dairy makers believe? Who's doing what when it comes to direct-to-consumer?

Other sustainability moves: what else are yoghurt makers doing? Transparent supply chains? Clean water schemes? Mental health initiatives for employees? Who are the most agile and/or interesting businesses?

Sales: How have yoghurt sales performed over the past 12 months? What's driven sales? What have been the standout sectors, brands and products? And which have slumped?

Potted Desserts: How have sales been this year? Will impending rules about HFSS products affect indulgent brands? If so, which ones? And how are they preparing for the change?

NPD: We Identify four recent or imminent yoghurt NPD launches (preferably with a sustainable bent). Brands should supply product details of new launches including launch date, rsp and stockists plus image.

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