

# The Grocer

## The Dairymen 2022: Could dairy become a luxury?

**Publication date**            17 September 2022  
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State of the nation, [kevin.white@wrbm.com](mailto:kevin.white@wrbm.com): How has the current situation driven up retail prices, by how much, and what will this do for consumption? What's the outlook at farm level? Can supermarkets depend on UK supply? Are they paying farmers enough?

Trade, [simon.roughneen@wrbm.com](mailto:simon.roughneen@wrbm.com): Dairy's international treasure hunt. Where are the most lucrative global export markets? Why? Who's benefiting most from them? And who's missing out?

People feature, [grace.duncan@wrbm.com](mailto:grace.duncan@wrbm.com): The rising stars of dairy: six up-and-comers under 30 years old. ([Nominate yourself, a colleague, friend or relative.](#))

Podcast: Similar to previous Dairymen podcasts, we will interview our rising starts of dairy about their careers – and their ambitions.

Creative challenge: Create a premium dairy product, range or brand that would add value to the category and the farmers who supply it.

Digital spotlight: Parmigiano Reggiano – the work on food fraud/counterfeit parmesan. Plus, how it's dealt with Brexit, bringing the iconic cheese to market, and making use of technology.

Online listicles: up to three separate pieces, with possible topics including consumer research, classic ice cream adverts and 2022's best dairy innovations (*final topics TBC*)

**See separate pages for the category reports comprising:**

**British Cheese**  
**Butters & Spreads**  
**Continental Cheese**  
**Dairy Drinks**  
**Ice Cream**  
**Milk**  
**Yoghurt & Potted Desserts**