

**SYNDIFRAIS is the national trade organization for manufacturers of fresh dairy products (yoghurts and fermented milks, fresh unripened cheeses, fresh dairy deserts and fresh cream). Created in 1978, SYNDIFRAIS has around 20 members.**

**2012 key figures**

**3.4 million tonnes of fresh dairy products**

**15,000 jobs in France**

**€5 billion revenues**

**Approximately 8% of total food industry revenues**

## MISSIONS AND FIELDS OF ACTIVITY

**SYNDIFRAIS** aims to **federate, promote, defend** and **represent** French fresh dairy products.

Its credo is based on four principles, freshness, liveliness, health and pleasure, which are at the heart of all its action:

- **COMMITMENTS** by the industry (especially in terms of the environment)
- **PROMOTION** (of the health and nutrition benefits of fresh dairy products)
- **GENERAL DEFENCE** of their specific features (through regulation and the promotion of a short shelf-life/freshness)

Its Governing Board meets four times a year to determine the union's strategic orientations.

Five working commissions bring together corporate experts from a wide range of fields:

- regulation
- nutrition
- packaging and the environment
- logistics
- science and research

In addition, ad-hoc groups of corporate marketing and communication experts are created to pilot communications for various projects.

SYNDIFRAIS works in cooperation with:

- National federations and other dairy organizations for which it is a special partner (ATLA, CNIEL, etc.)
- The French administration: Ministry of Agriculture, Ministry of the Economy, Finance and Industry, ANSES (French agency for food, environmental and occupational health and safety), Oquali (French think-tank on food quality), etc.
- European organizations (European Commission, European Dairy Association, etc.)
- International public or private bodies (FAO, WHO, IDF, YLFA-International, etc.)

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## GOVERNING BODIES

The General Assembly of members elects its Governing Board for a three-year term. The Board defines policies and nominates members of its Bureau:

<b>Chair</b>
<b>Pierre Girier</b> Managing director, Triballat Rians
<b>Vice Chair</b>
<b>Jean-Marc Delrieu</b> Managing director, Lactalis Nestlé Ultra-Fresh Brands
<b>Vice Chair and Treasurer</b>
<b>Stéphane Dalyac</b> Vice Chair, CEO Yoplait Europe

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## CONTACTS

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