

Trade union created in 1972, by 1884 French law

SYNDILAIT is the trade union representing the bulk of drinking milk producers in France: fresh pasteurized, microfiltered, long-life, sterilized, UHT, enhanced and flavoured milks. Its members are about 15 companies operating on 30 sites.

2012 key figures

3.6 billion litres of milk, or 11% of all collected milk

10% of French drinking milk exported

Approximately 6,000 direct jobs

Annual revenues of approximately €2.2 billion

MISSIONS AND FIELDS OF ACTIVITY

SERVICES FOR COMPANIES

Information

Contribute to a better understanding of the milk market: analyse consumer panels, monitor restaurant and catering purchases, monitor trade (import and export), and interpret qualitative and quantitative research on consumer behaviour (image and attitudes).

Consultation

Set up specialist theme-based commissions (regulation/quality, packaging/environment, and communication/strategy).

Monitor and contribute to regulatory evolutions relating to consumer milk at the French, European and international levels. Work carried out with the French Association of Dairy Processors (ATLA), the National Association of Food Industries (ANIA), the French competition authority (DGCCRF), the European Dairy Association, the European Commission and International Dairy Federation.

DEVELOPMENT

Research

Support companies researching technological and qualitative progress, implement a monitoring tool for end-products (via IPLC), improve packaging with the packaging/environment commission, contribute to ATLA's development of a good hygiene practices guide, and work closely with dedicated research bodies (Actilait and INRA).

COMMUNICATION

Diffusion

Help to improve the awareness and image of milk, participate in collective communications campaigns, contribute to UNICEF's tsunami aid campaign, drive generic advertising carried out by CNIEL, and be the preferred contact for journalists for information on consumer milk (organizing media briefings).

GOVERNING BODIES

The General Assembly of SYNDILAIT members elects its Governing Board for a three-year term. It defines the union's political orientations.

A small coordination team is at members' disposition:

Chair

Giampaolo Schiratti, director of Candia

Vice Chairs

Olivier Buiche (Lactinov)

Emmanuel Vasseneix (Laiterie de Saint Denis de l'Hôtel)

CONTACTS

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