

Dairy Industries International, May 2008

Summary:

The article reports that food retailers are being urged to enter in the Royal Society for the Prevention of Cruelty to Animals (RSPCA) Good Business Awards which will be held at the Natural History Museum in London, England on October 9, 2008. New research reports that 57% of Great Britain's consumers see animal welfare as an important ethical issue to consider when buying a product. The Good Business Awards recognises ethical business approaches to animal welfare.

Excerpt from Article:

^ World News - Europe

Dairy Crest reports increase and focuses on Clover

Cathedral City and Clover manufacturer Dairy Crest says more price increases are on the way as it battles to offset soaring costs. The firm says it will hike prices "as necessary" to combat rising fuel, energy and commodity cost pressures. Dairy Crest has passed on many of its higher overheads to consumers after milk costs rose by one-third over last year, and confirms it hopes to match its expectations for full year results, although it will take an "exceptional" 4.5 million (5.8m) hit from one unfavourable supply contract. Dairy Crest's results to the end of March will also be impacted by an expected 9.4m (11.9m) fine imposed by the Office of Fair Trading after the group was found provisionally guilty of colluding to fix dairy prices in 2002 and 2003. Dairy Crest is among a number of dairies and supermarkets that have admitted their part in the affair and are set to pay reduced fines as a result. The UK group remained upbeat on its prospects for the year ahead in the face of inflation, Mark Allen, [chief executive](#), says: "The market continues to be challenging particularly in respect of input cost inflation, but we are optimistic that our business is well placed to deal with this." Meanwhile, Dairy Crest has invested in TV advertising designed to drive growth and loyalty for Clover. The new advertising is focusing on moments of family harmony, ...