



National Association of Dairy Cooperatives Revisory Association

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- the basic aim of the organization is to represent the associated cooperatives and their members – milk producers and ensuring them assistance in statutory activity, protection of their interests and developing dairy cooperative movement;
- is the member of the European Dairymen Association;
- cooperates with other organizations of the dairy sector;
- the statutory tasks include, *inter alia*:
 - support of economic and scientific-technical cooperation with abroad and with scientific-research institutions in Poland;
 - collaborates with the national and international organizations;
 - organizes instructing, advisory, cultural and educational, training and editorial activity in favour of the associated cooperatives; initiates and develops cooperation between the cooperatives; facilitates an access to the market, economic-financial, technical and legal information for the cooperatives; conducts and coordinates marketing activity for the needs of the associated cooperatives
- since 1992, it has organized the greatest Polish Dairy Fairs MLEKO-EXPO under the patronage of the Ministry of Agriculture and Rural Development.

The ceremonies of opening the Fairs and granting the awards are attended by representatives of the State and self-governing authorities. The event is visited by many guests.

During the Fairs, the following competitions are organized: High Quality of Dairy Products, Super Product, Dairy Masterships of Poland (promoting the greatest milk suppliers who deliver milk to the

National Union of Dairy Cooperatives – Revisory Union:

- is the greatest organization, acting in favour of the dairy sector in Poland;
- is a voluntary and self-governing organization, associating dairy cooperatives and other cooperatives which conduct activity connected directly or indirectly with the production, processing and sale of milk and its products;
- consists, at present, of 76 members, including 69 dairy cooperatives, associating ca. 100 thousand farmers – milk suppliers and 7 cooperatives, being not dairy plants;



Honoured for Dairy Cooperative Movement





dairy cooperatives) and the Day of the Product and competition for "The Product HIT"

- develops and publishes ranking of the dairy cooperatives, associated in the organization (list of the Best and the Greatest Dairy Cooperatives in Poland). The best and the greatest dairy cooperatives are honoured with the Cup of the President of the Agency for Restructuring and Modernization of Agriculture; the greatest cooperative exporters receive the awards of the President of the National Centre for Support of Agriculture and of the Association of Employers, Exporters and Importers of dairy Products;
- conducts training for milk suppliers and purchasing units, often suggesting the training offer also outside the dairy sector. The subjects of trainings include the problems concerning inter alia: the current situation on the milk market, the possibilities of utilizing the EU funds, veterinary questions, raw milk quality, quality management systems in the dairy plants, dairy technique and technology as well as dairy microbiology and sensory qualities, marketing, finances and labour law.
- promotes the best articles and dairy products via the initiative, called dairy TOP PRODUCTS, the aim of which is to enable familiarization with the offer of dairy producers for all interested parties.
- organizes Competition of Knowledge on Milk and Dairying for the pupils of dairy and food schools. The winners of the Competition are released from a written part of the exam of vocational preparation during maturity examination and have the ensured entrance (without examinations) to higher education studies, to directions related with dairying. It is an event with all-country range, preparing the future staff for the dairy industry;
- conducts audits in the cooperatives and inspection of financial reports

- runs the Internet page www.mleczarstwopolskie.kzsml.pl which is updated everyday;
- organizes participation of the cooperatives and companies, cooperating with the dairy sector during the International Poznań Fairs "Polagra-Food" in Poznań and "Milky Revue" in Gdańsk;
- participates in organization of the International Gdańsk Fair "Milky Revue"; participated by the cooperatives, associated in NUDC-Revisory Union. Traditionally, the best products, exhibited during the Fairs, are distinguished by the Cup of the President of the Board of the National Union of Dairy Cooperatives.
- the organization has conducted three-year promotional campaign "I choose milk and dairy products", the success of which included inhibition of the decrease in milk consumption (in 2007, it was found on the level of 179 liters/person/year and now, it is equal to ca. 230 liters)
- undertakes other promotional activities, supported by the means of Milk Promotion Fund, such as popularization of healthy diet, consisting of dairy products, in a form of promotional film "I choose dairy products", being emitted by regional TV centers at the territory of the whole country
- on the occasion of the 20th anniversary of its founding, the organization published the occasional album and presented it during the 20th Dairy Fairs in 2011
- since 2009, it has participated – together with the Dairy Cooperatives - in organization of events aiming at promotion of milk and milk products, called "Milk Holiday" or similar ones which are carried out in a form of family picnics (the means for this purpose are gained from Milk Promotion Fund) as well as in similar promotional activities on a form of educational meetings with the children and the young people and, also, sport events.



"The role of the fairs has been very significant for the centuries and the world trade sector is developing all the time. The Fairs have affected the development of the world in the economic, social and culture aspects. Their role in development of the dairy sector seems therefore, to be invaluable, as well.

The Fairs is a direct meeting of demand and production – they ensure a direct contact and the resulting emotions. They create a platform for communication between the market entities and therefore, their role has become unchanged – to make a contact between the seller and the buyer and simultaneously, the branch organizations, media and all stakeholders. The participation in the fairs allows comparing with the competition and by this, the evaluating the own situation on the market.

The fairs play the important role, and in my opinion, it will not be changed in the future. They will remain as creator of the market in a great extent.

Nothing is able to replace a direct contact of the consumer and product – all his senses are activated during numerous degustation events and promotion. The consumer feels the flavour of product and a packaging induces his imagination. The answer to the question about the sense of participation in the fairs is obvious: it is worthy to be present if you want to be a company which is recognized on the market.

Our members are manufacturers of the highest, world quality products and deserve the promotion of the highest world class. And such possibility comes from the participation in the Fairs MLEKO-EXPO"

Awards in the competition "For the Highest Quality of Dairy Products"



The Head Office of the National Association of Dairy Cooperatives – Revisory Association



Waldemar Broś
The President of the Board of
the National Association of Dairy
Cooperatives – Revisory Association