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Long-term sustainability

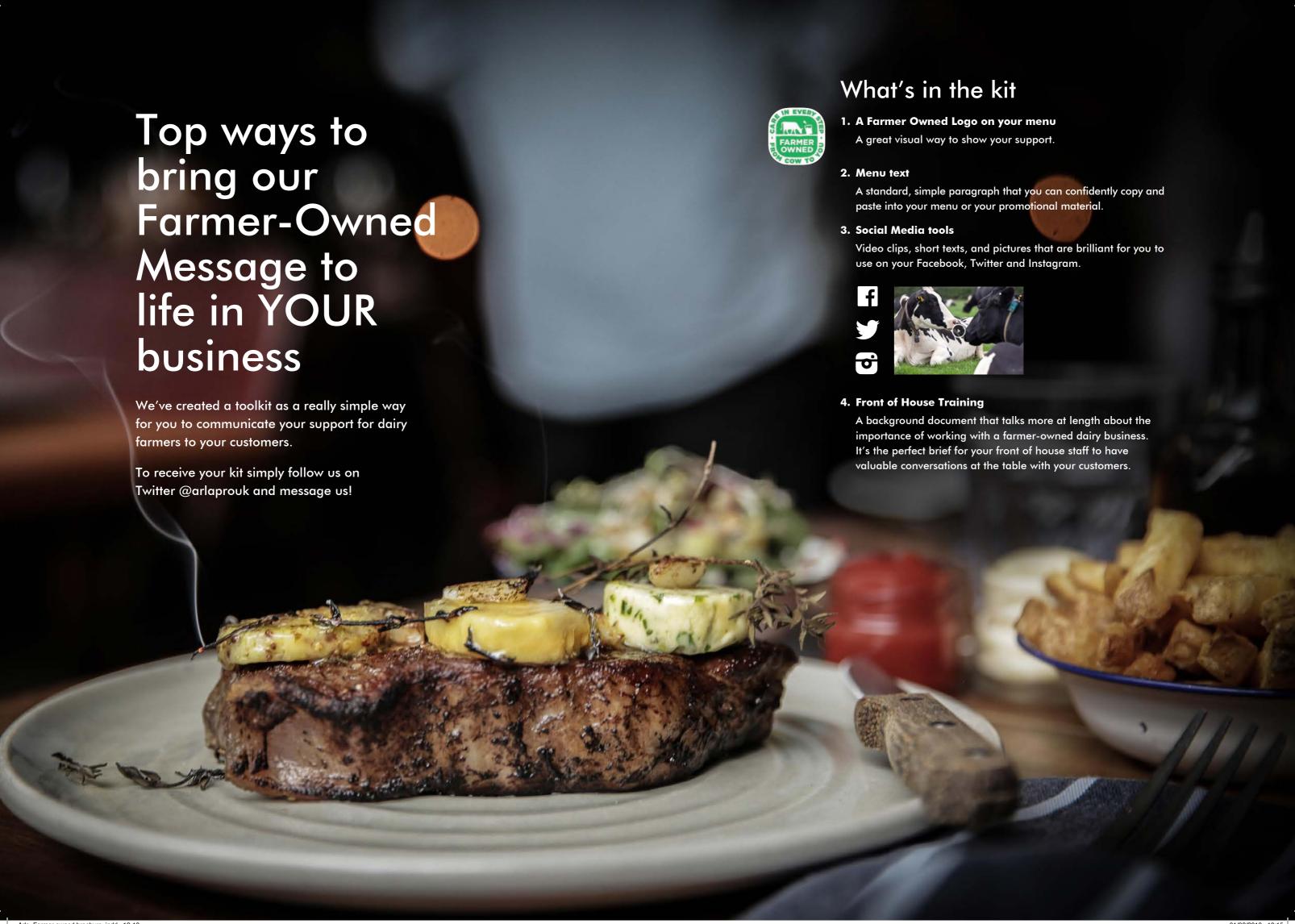
Your customers are much more socially aware than before and it's a trend that's set to continue. Research by The Soil Association shows that over 80% of consumers say they are more likely to buy from a brand with a positive approach to sustainability. However, the same research revealed almost half (45%) said they are unaware of the sustainable practices that brands have adopted.

Your customers can rest assured that the dairy you use is farmed in a sustainable manner. It has a major influence on the overall environmental performance of our products and so to us it's important that this production is done in a sustainable way. Also, we have a Sustainable Dairy Farming Strategy, which covers: climate, animals, resources and nature. Finally, Arla Pro shows leadership in the area of sustainable agriculture by responsible sourcing of selected products associated with environmental challenges.



*https://www.marketingweek.com/2015/05/29/new-demand-driving-sustainable-food-gro

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