



Reducing the environmental impact at Dairy Crest, one of the largest dairy firms in the UK with the development of a sustainability strategy

Dairy Crest, the UK's premier chilled dairy foods company, focuses on building leadership positions in branded and added value markets across the dairy sector and investing in industry leading facilities to create competitive advantage.

They have long recognised that a commitment to protecting the environment is an integral part of managing their business and that environmental performance contributes to overall business performance.

Business Challenge

Dairy Crest asked James Ross Consulting to undertake a review of their Cheese and Spreads packaging to assess opportunities for packaging change to reduce environmental impact. This included a detailed assessment of materials, processes and supply chain and culminated in development of a packaging sustainability strategy document.

How JRC Helped

James Ross Consulting assessed packaging used by Dairy Crest and compared this to competitor and allied packaging in use within the UK, European, US and Australian markets. This allowed us to review potential and implications for new formats and supply chain processes in terms of plant, vendors, product, retail (POS) and consumers. The project also assessed potential and implications for alternative materials and emerging technologies, providing short, medium and long term strategies and recommendations for packaging change.

Value Delivered

The project provided Dairy Crest with an independent, technically and commercially based assessment of scope, risks and opportunities associated with environmental packaging change, for their cheese and spreads business; in line with their brand and product development strategy.

About Dairy Crest

Dairy Crest Group is happy as the UK's big cheese. One of the largest dairy firms in the UK, the company processes cheese, spreads, and fluid milk for retail consumers and foodservice vendors, and provides ingredients to food manufacturers. Its products are sold mostly to UK retailers under brands including Country Life organic milk, Cathedral City (a leading UK cheddar), Clover and St Ivel (spreads), Country Life, Willow, and Utterly Butterly (butters), and FRijj (flavored milk).

About James Ross Consulting

James Ross Consulting is a mid sized global manufacturing consulting, technical support and analytical services company, with offices established in the UK, USA and Australia. Their three competence groups, Cost Optimization, Technical Support and Analytical Services, develop a full spectrum of services and solutions that address business opportunities and challenges common across industries. See also www.jrconsulting.com.

Cost Optimization, Technical Support and Analytical Services