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The dairy sector launches new outreach actions in the markets of Belgium and Spain until 2027



Madrid (ots) -

The promotional campaign "[Count on European dairy products](#)", promoted by the **Interprofessional Dairy Organisation (InLac)** with support from the EU, concludes its three-year journey with great advances in dissemination, achieving more than **500 million impacts** among potential consumers in Belgium and Spain. In addition, the European Union will allow the continuity of activities by authorizing a new campaign for the next three years, which InLac will execute until 2027, with a budget of about 2.7 million euros.

The "**Count on European dairy products**" campaign started in March 2022 and has since made it possible to promote a wide range of actions in communication, advertising and at the point of sale, showing the positive values associated with this type of food from a nutritional and environmental point of view.

At an event held in Madrid to present the main data of the campaign, the **president of InLac, Javier Roza**, has valued the wide range of actions developed within the framework of this innovative promotional campaign, highlighting how European livestock farmers, cooperatives and industries contribute to mitigating climate change, conserving biodiversity, to fight against rural depopulation or to promote rural economy and employment and encourage innovation.

Another of the strengths of this campaign has been the communication of the healthy properties of dairy products, within the framework of a rich, healthy, varied and balanced diet.

The **managing director of InLac, Nuria María Arribas**, has given an account of the main data obtained thanks to this campaign, which she has described as "historic". Thus, within the scope of the Communication Office and online, during this period 33 press releases have been disseminated that have allowed the publication of more than 1,139 articles and **300 million impacts**. Meanwhile, a hundred Belgian and Spanish influencers made nearly 300,000 interactions on social networks and 26 million views possible.

Brussels hosted three discussion forums (one each year) to address key aspects of the sustainability of the dairy sector, attracting all the attention of EU authorities, experts and the media.

An **outdoor campaign** in Belgium and Spain managed to combine creativity and visual impact. In Belgium, four trams were vinylized. In addition, 18 personalised urban furniture and 100 promotional posters were added in bicycle parking lots, while in Spain 45 buses were vinylized with the image of dairy foods, "reinforcing our commitment to sustainability and achieving wide visibility in both countries, obtaining more than 200 million contacts in just three years", pointed out the managing director.

"These are just a few examples. We have largely met the objectives we initially set ourselves and we can feel very proud of what we have achieved and encouraged to continue working along the same lines," said the **managing director**, after announcing that the EU will allow the continuity of activities by authorising a new campaign for the next three years in Belgium and Spain, which InLac will run until 2027.

"We have managed to communicate in a decisive way that dairy products are a fundamental food group in a healthy eating pattern. We have also promoted the recommendation of consuming at least 3 dairy products a day throughout life, within a sufficient, varied, balanced and adequate diet, for greater health and quality of life," said the prestigious professor of Pediatrics, **Rosaura Leis**.

Josu Gallego, technical director of Ikerfel, explained that the campaign has managed to strengthen the image of dairy products and the sector by shielding them from the "growing noise" of fake news. **Gallego** has noted progress in several of the parameters analysed, but also that "there is work to be done because the defence of the sector must not let its guard down; we are not immune to attacks from outside."

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