

3 December 2019

PRESS RELEASE

DODONI makes a strong showing at Dairy Conference

The 1st conference on milk and dairy products in Greece, under the auspices of SEVGAP

The **DODONI** dairy industry made a strong showing at the 1st Dairy Conference, staged under the auspices of the Hellenic Association of Milk & Dairy Products Industries (SEVGAP) and focusing on global nutritional trends; prospects for international development and the institutional framework; traceability; quality and safety assurance of dairy products in the supply chain, amongst other topics.

As the leading company with the No.1 PDO feta sales in Greece, DODONI representatives took part in a panel discussion on PDO Greek dairy products specifically addressing the topic of *“Increase in brand awareness and developing sales of the national PDO Feta product”*.

Taking part in the discussion on Greek PDO feta were **Ioannis Vitalis, Vice-president of DODONI and President of the Interprofessional Organisation for the protection of feta which is currently under establishment**, and **Dr Dimitris Ghikas, Quality Assurance Manager at DODONI**.

During the discussion, **Ioannis Vitalis** spoke on how Greek PDO feta could be protected, focusing on the need for immediate, collective action and involvement of the state, competent organisations, dairy industries and producers in establishing the Feta Cheese Interprofessional Organization in order to affect controls over this particular Greek PDO product through specific rules that will enhance its value.

Dr Dimitris Ghikas, for his part, said there is a need to create a traceability system for feta and the raw material, as the technology and methods to track the course of milk and the qualitative characteristics of feta are available and can thus safeguard the product's Greek origin and its value.

The 1st Dairy Conference on milk and dairy products in Greece focused on global trends; on the insights for Greek and international markets; consumer demand; the broader issues affecting the sector; new nutritional trends; challenges; the regulatory framework; and on solutions and tools that can offer potential for growth and add value to the product. The goal of the conference is to establish itself as a venue for dialogue bringing together all those who are involved in the dairy production chain - from raw material to the final product.