

## Criteria Overview for the DSF Criteria: Market Development

**Strategic Intent:** Participants along the dairy value chain can build economically viable businesses through the development of transparent and effective markets.

**DSF Indicator Metric:** *Process in place to inform value chain partners on opportunities and challenges.*

**About this Criteria:** This Criteria is focused on the identification and generation of new and innovative market opportunities that benefit the whole value chain. This might be new innovations in dairy products or a gap in the market that a dairy processor may wish to enter etc.

Communication through the value chain regarding raw material specifications and process innovation is key to all levels of the value chain contributing to the development. If on farm milk production is to require any change, this should be done in collaboration with the farmer supply base, supported by clear and transparent communications.

Changes should be evaluated economically and over a specified term based on a robust evaluation of the opportunity. Changing farming systems to support new opportunities comes with a level of risk. Research and analysis undertaken and evidence of potential for success should be provided to all partners 'impacted' in the value chain to underpin informed decision making.

This Criteria is established to drive innovation and support mature supply chain relationships that continues to grow the dairy market in a sustainable way where all levels of the value chain can benefit.

**Interlinkages:** This Criteria links closely with: **Product Safety and Quality, GHG emissions, Water, Biodiversity, Working Conditions, Animal Care, Waste and Rural Economies Criteria.**