



中荷奶业发展中心  
SINO-DUTCH DAIRY DEVELOPMENT CENTRE

## 中荷奶业发展中心

### 简介

Sino-Dutch Dairy Development Centre

Synopsis



## 中心简介 Introduction of SDDDC

2013年11月，由中国农业大学、荷兰瓦赫宁根大学和荷兰皇家菲仕兰公司共同发起的中荷奶业发展中心在北京正式成立，目标是通过全程参与奶业产业链，促进中国奶业发展，提高奶业产量、安全 and 质量水平。

中荷奶业发展中心将致力于同奶业研究领域和奶制品行业的专家和决策者共享荷兰奶业经验，从整个中国乳业产业链提高产量、安全和质量。

In November 2013 China Agricultural University, Wageningen University and Research Centre and FrieslandCampina launched the Sino-Dutch Dairy Development Centre (SDDDC) in Beijing. The objective of the Centre is to improve dairy production, safety and quality levels throughout the entire dairy chain in China.

The SDDDC's activities focus on sharing Dutch dairy expertise with Chinese experts and decision makers in dairy research and the dairy industry.



中荷奶业发展中心于2013年11月16日在中国农业大学正式成立。荷兰首相马克·吕特出席了揭幕式。

The launch ceremony of SDDDC took place at China Agricultural University in Beijing on 16 November 2013 in the presence of the Netherlands' Prime Minister Mr. Mark Rutte.

## 机遇与挑战 Opportunities and Challenges

目前，中国乳品市场正面临着巨大的挑战。中国的乳制品需求飞速增长，耕地面积却十分有限。同时，乳制品行业的重点从数量扩张转向质量提升和利润增长。正因如此，提高牛奶产量和质量十分关键。此外，食品质量和安全业已成为中国政府的首要任务。

利用有限的耕地大量生产高品质的牛奶，这在荷兰已经有一百多年的历史。中荷奶业发展中心的初衷就是同中国专家和决策者分享荷兰奶业经验，从整个中国乳业产业链提高产量、安全和质量。

At present, China's dairy market is facing major challenges. China is experiencing a rapidly growing demand for dairy products, but has limited availability of arable land. At the same time, the focus of the dairy sector is shifting from quantity expansion to quality improvement and profitability increase. That is why it is key to improve milk yield and milk quality. Besides, food quality and food safety have become important priorities for the Chinese government.

The Netherlands has over a century of experience in producing a large quantity of high quality milk on a limited area of farmland. The SDDDC is designed to share Dutch dairy expertise with Chinese experts and decision makers in order to improve production, safety and quality throughout the dairy chain in China.



## 发展目标 Objectives of SDDDC

- ◆ 在中国推广“牧场到餐桌”的奶业全产业链质量安全体系，为促进中国奶业发展贡献力量
- ◆ 成为维系中国和荷兰双方奶业科技合作交流的纽带
- ◆ 向致力于中国奶业事业的各界人士传播荷兰的奶业安全质量控制的先进技术
- ◆ Improve the Grass to Glass dairy safety and quality in China, and devote contributions to the Chinese dairy industry.
- ◆ Strengthen the long term academic collaboration between China and the Netherlands.
- ◆ Gain recognition from relevant stakeholders on the Dutch dairy safety and quality expertise.

我们坚信：基于现有的条件和研究设施，加上乳业发展领域的专家学者，中荷奶业发展中心将成为世界级的研究、知识和培训机构。

The partners envisage the SDDDC to become a world class research, knowledge and training institute with its own premises and research equipment, staffed by experts in the field of dairy development.



## 中心重点工作 Main Activities

### 人才培养 Talent Cultivation

中心将为中国培养高层次奶业专业研究人员，每年选拔2名来自中国的、有奶业相关研究背景的优秀硕士生前往荷兰瓦赫宁根大学攻读为期4年的博士学位，同时3名选拔中国教师代表前往荷兰进行为期6-12个月的交流访问，就关系中国奶业发展的科技重点开展交流研究，中心将全额博士研究生培养和教师交流期间的全部费用。

We have set up a fully funded talent cultivation program to support research talent and facilitate faculty exchange aiming to improve the quality of China dairy academia. Each year, two MSC graduates are selected to go to Wageningen UR for a 4-year program leading to a PhD degree. As well, three Chinese teachers are selected annually for a 6 to 12 month exchange program to the Netherlands.

### 奶业科技研究 Research Projects

中心联合中荷双方奶业研究机构，每年投入人民币超过100万元专门用于产业关键环节和亟待攻关的关键技术研发，如饲草料加工技术、奶牛饲喂效率、牧场规模化发展、牧场科学管理、生产数据管理和粪污处理技术等。

SDDDC annually invests over 1 million RMB for dairy science research and technology development activities, which are crucial for improving of "grass to glass" dairy safety and quality in China, such as research projects on feed production and silage, feeding efficiency, farm size development, education, farm and data management and manure handling.



## 行业内交流 Stakeholder Engagement

我们将以各种形式的活动来建立奶业各界人士交流、共享先进的奶业知识的平台，诸如组织行业会议、网站宣传、发放科普宣传册、发表科技论文以及组织中荷双方牧场互访交流等。

A series of activities, such as organizing conferences, participating in seminars, launching a website, distributing leaflets and publishing articles, are organized to exchange and share knowledge and expertise within the dairy sector.



## 荷兰乳业考察 Dutch Dairy Experiences

我们每年多次组织中国奶业人士前往荷兰进行奶业考察和交流，直观的展示荷兰最具优势的“从牧场到餐桌”优质安全奶业生产模式。

Each year we organize Dutch Dairy Experiences (field trips) for different stakeholders from China to demonstrate the Dutch best practices in grass to glass dairy safety and quality.



## 中国奶业白皮书 White Paper on China Dairy

中国奶业白皮书是中心携手中国奶业专家共同编写、出版的中国奶业权威分析报告，以精炼的文字和详实的数据对中国奶业发展历程、现状及未来产业发展动向进行全面总结和深入分析。我们希望中国奶业白皮书不仅成为指导中心各项工作的行动指南，更可为中国奶业各界人士提供有价值的工作参考。

The White Paper on China Dairy (2014) is a professional industrial development report presented by SDDDC and Chinese dairy experts. With a description and detailed data analysis of the present Chinese dairy sector, issues, challenges, and development trends, the White Paper is a perfect guidance for the SDDDC's activities. Furthermore, we believe that the White Paper is a valuable reference for relevant stakeholders in China.



## 中心重点工作 Main Activities

### 示范牧场 Demonstration Farm

我们筹备在中国建设一个荷兰模式的示范牧场，向更多的中国奶业人士展示如何在生产中更好的控制乳品安全，提高乳品质量。同时，这一示范牧场也将为广大的奶业科技工作者的科技创新成果提供完美的中试和转化平台。

我们期望随着时间的推移，示范牧场将不断完善，实现荷兰奶业生产模式与中国地方特色的完美融合，进一步在生鲜乳产量、供应安全、产业可持续发展 and 牧场经营效益等方面发挥良好示范作用，为促进中国奶业健康可持续发展贡献力量。

Our ambition is to set up a demonstration Netherland style farm (expertise centre) in China to display how to improve dairy safety and quality to relevant stakeholders in China (government, universities, farms, research institutes and industry). The demo farm will be a platform where our research, technological innovations and process improvements can be tested and applied in practice to the dairy industry in China. As well, the centre should serve as a base for education and knowledge sharing.

We want to continuously improve the demo farm based on Dutch dairy expertise and local Chinese requirements, so that it can serve as an optimal demonstration centre for dairy quality and safety, supply security, production efficiency, sustainability, and value based management.



## 探索合作伙伴 Extension of Partnership

我们坚信，广泛的合作是推动产业技术进步的源动力。中荷奶业发展中心需要更多的合作伙伴加入，在整个奶业链条的各个环节中开展合作科技研发、示范和推广。如果您有兴趣参加中荷奶业发展中心的工作，请随时与我们联系。

我们将为合作伙伴提供：

- ◆ 我们的产业平台(工厂、牧场、学院、研究所、政府等)
- ◆ 我们丰富的产业知识和技术(“牧场到餐桌”的全产业链乳品质量安全技术体系，牧场管理等)
- ◆ 作为决策方对中心的各项工作的制定和执行有充分的决策权
- ◆ 成为中心管理层的一员

We firmly believe that extensive cooperation is the best way to achieve industry progress. SDDDC is seeking more partners to join and cooperate on our goals of transferring and creating knowledge throughout the whole dairy chain. If you are interested in joining the SDDDC, please feel free to contact us.

We can offer our partners:

- ◆ Access to our network (industry, farms, academia, institutes, government)
- ◆ Access to our expertise and skills ('grass to glass' quality and safety, farm management, etc)
- ◆ A co-defining role for SDDDC's program
- ◆ A role in the SDDDC governance structure





中国农业大学  
China Agricultural University



## 合作方简介 Introduction of the Three Partners of SDDDC

### 中国农业大学 China Agricultural University

中国农业大学是中华人民共和国教育部直属重点高校。其前身可以追溯到1905年成立的京师大学堂农科大学。学校有东、西两个校区，占地面积133公顷，现有教师近1600人，本科生近13000人，研究生近7000人，每年的研究经费超过10亿元。

经过100多年的发展，今天的中国农业大学已经发展成为一所以农学、生命科学和农业工程为特色和优势的研究型大学，先后与35个国家和地区的178所大学、研究机构建立了合作关系，并积极拓展与海外大学各类交流项目，培养学生的国际视野和创新精神。

中心主任、中国农业大学教授李胜利是农业部国家奶牛产业技术体系首席专家，其带领的体系团队云集中国奶业知名专家和企业，是指导和引领中国奶业健康持续发展的领跑者。

China Agricultural University (CAU) is a national key university, under the direct supervision of Ministry of Education of the People's Republic of China. Its history dates from 1905 when it was established as the Agricultural Section of the Imperial University of Peking. CAU has two campuses, with a total area of 133 hectares. The number of its teaching staff is about 1,600. The student body consists of 13,000 undergraduate students and 7,000 graduate. CAU attracts nearly RMB one billion in research grants annually.

Over the past one hundred years, CAU has developed into a research university with agriculture, life sciences and agricultural engineering as its feature and strength. It has established academic relations with 178 universities and institutes in 35 countries and regions. On CAU campuses, there are many organizations related to international education, research and training. They carry out overseas programs by helping students enhance their qualities of global vision and innovation.

Professor Li Shengli, Director of SDDDC, is also the leading expert of National Dairy Industry and Technology System (NDITS), who devote himself to the development of China dairy industry along with lots of excellent dairy experts from all over the country.

## 瓦赫宁根大学及研究中心 Wageningen University and Research Center

瓦赫宁根大学及研究中心(WUR)一直致力于研究健康的食品 and 更好的居住环境, 在该领域世界排名第一。它由1所大学(瓦赫宁根大学)和9所应用型研究机构组成, 共有员工6500人, 在巴西、中国、智利和中东地区都设有代表处。基础研究与应用研究之间的有机结合, 是瓦赫宁根大学及研究中心独一无二的。来自世界100多个国家和地区的学生在此求学; 学校与研究院的科学家们与世界各地的农业及食品公司密切合作, 进行着种类繁多的科研与商业项目。中国正是瓦赫宁根大学及研究中心的重点合作地区之一。

Wageningen UR (University & Research centre) focuses on the domain of healthy food and living environment and is ranked worldwide the number in its field. It includes two entities: Wageningen University and a special foundation with nine applied research institutes. Wageningen UR employs 6,500 and has offices abroad in China, Chile, Africa and the Middle East. This close combination of fundamental research and practical expertise is unique and attracts attention from all over the world. Wageningen UR teaches students from 100 countries and has projects running throughout the world, in close collaboration with renowned international food & agri companies. China is one of the focus countries.

## DAIRY CAMPUS

在这所大学里, 有一个被称作“奶牛校园”的项目, 致力于促进包括生鲜乳生产、加工和消费在内的奶业全产业链建设。在“奶牛校园”里, 不仅有高度现代化的示范牧场, 还配备了一流的教学、研究设施。奶业企业家、学者、教师和学生, 在“奶牛校园”里携手合作, 汇集、分享和推广奶业先进知识, 以为社会提供丰富的健康、安全的优质乳品, 开创人类、动物和环境和谐统一的奶业未来为奋斗目标。

Here is an inspiring project called "Dairy Campus" in WUR. At Dairy Campus innovative projects that contribute to a future in which sufficient, healthy and safe milk is produced with respect for mankind, animals and the environment, are carried out. It is an inspiring meeting place where the gathered knowledge is disseminated and shared. Dairy Campus focuses on the entire dairy chain, including milk production, milk processing and milk consumption.



## 合作方简介 Introduction of the Three Partners of SDDDC

### 荷兰皇家菲仕兰坎皮纳公司 Royal FrieslandCampina N.V.

荷兰皇家菲仕兰公司(RFC)是Zuivelcoöperatie FrieslandCampina U.A.的完全控股子公司，后者为农业合作社式企业，拥有140多年历史，在荷兰、德国和比利时拥有19,244个成员牧场，是世界上最大的乳品合作社企业。

RFC主要生产乳饮料、婴幼儿营养品、干酪、奶油、乳酪和甜品等产品，同时还向全球婴幼儿营养品生产企业、食品企业和制药企业提供原料和半成品。每天RFC向全球百万消费者提供营养丰富的食品，年收入超百亿欧元，是全球五大乳品公司之一。

Royal FrieslandCampina N.V. is fully owned by Zuivelcoöperatie FrieslandCampina U.A., a cooperative with a history of 140 years. With 19,244 member dairy farmers in the Netherlands, Germany and Belgium it is one of the world's largest dairy cooperatives.

FrieslandCampina supplies consumer products such as dairy-based beverages, infant & toddler nutrition, cheese, butter, cream and desserts. Furthermore FrieslandCampina supplies ingredients and half-finished products to manufacturers of infant & toddler nutrition, the food industry and the pharmaceutical sector around the world. Every day Royal FrieslandCampina provides many millions of people all over the world with food that is rich in valuable nutrients. With an annual revenue of over 11 billion Euro, FrieslandCampina is one of the world's five largest dairy companies.



## 从牧场到餐桌的乳品质量安全 safety and quality from grass to glass

“从牧场到餐桌”——这就是菲仕兰与成员农场共同管理，促进乳品质量安全的先进理念。RFC控制从原料乳到成品的整个乳品生产链，确保从奶牛饲料、卫生到产品销售环节的产品安全、质量和持续性。

Together with the Cooperative's member dairy farmers, FrieslandCampina controls the entire milk production chain from milk to end product – from grass to glass. This guarantees the safety, quality and sustainability of the products: from animal feed, animal health, the milking, milk transport and the processing of the milk, to the distribution of the products to our customers and consumers.

荷兰极为严格的乳品安全质量标准是荷兰、欧盟相关法规、菲仕兰公司多年行业经验及荷兰瓦赫宁根大学和研究中心共同努力的成果。通过与政府机构、高校及科研单位合作，我们能够在从农场到餐桌的这整个生产链中保证我们产品的质量和安全！

The high dairy safety standards in the Netherlands are among others a result of the strict Dutch and EU-regulations, the many years of experience of FrieslandCampina and ongoing research by Wageningen University and Research Centre. By working together with the government and the scientific world we can guarantee the safety and quality of our products: from grass to glass.



**Cooperative tradition:** continuity and sustainable growth

企业传承：持续性和可持续增长



**From grass to glass:** guaranteed quality throughout the chain

从农场到餐桌：在完整供应链中确保质量安全

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