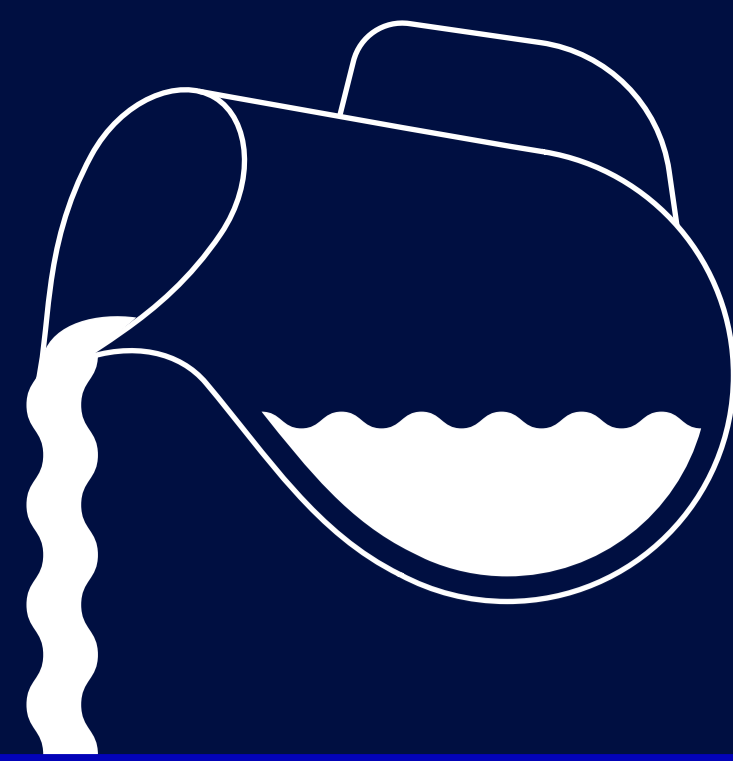
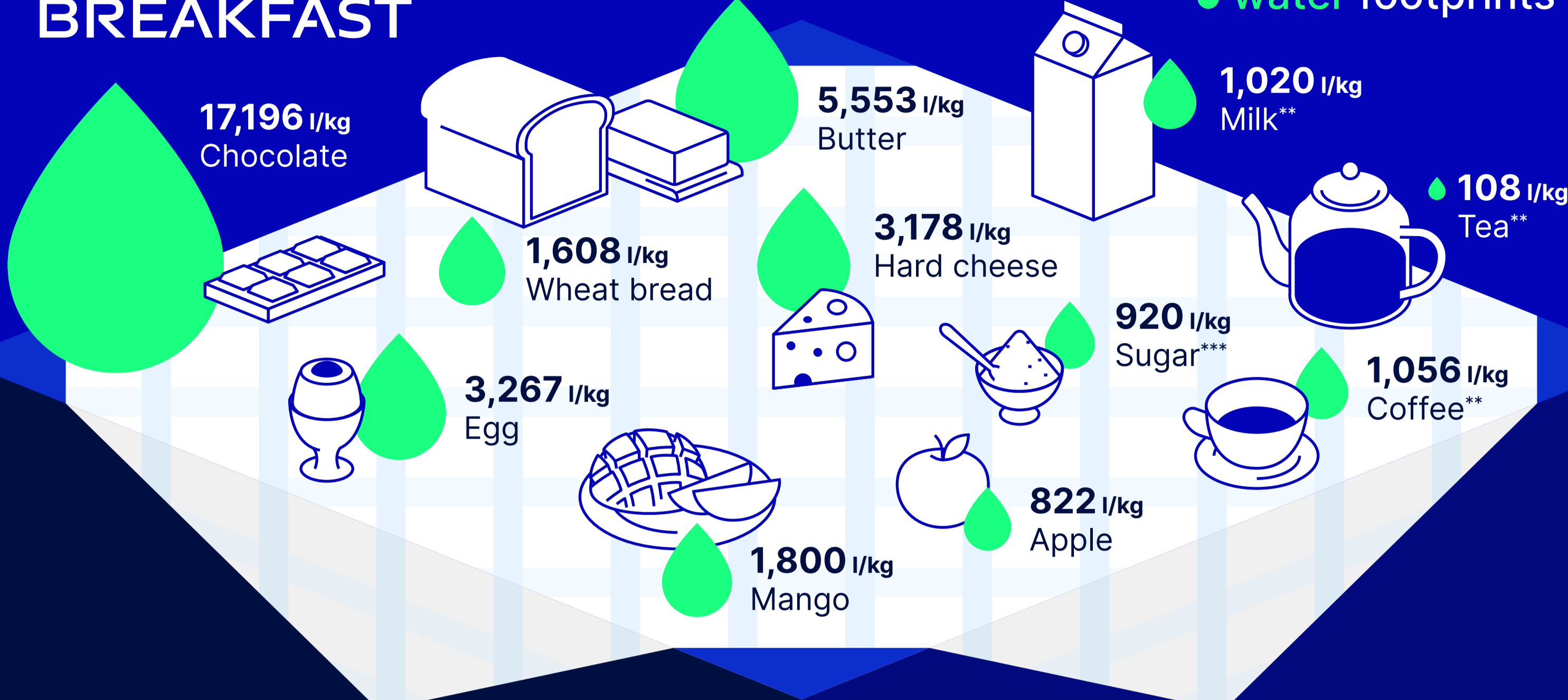


INSIGHTS ON THE WATER FOOTPRINT OF DAIRY PRODUCTS



YOUR FAVORITE BREAKFAST

A comparison of water footprints*



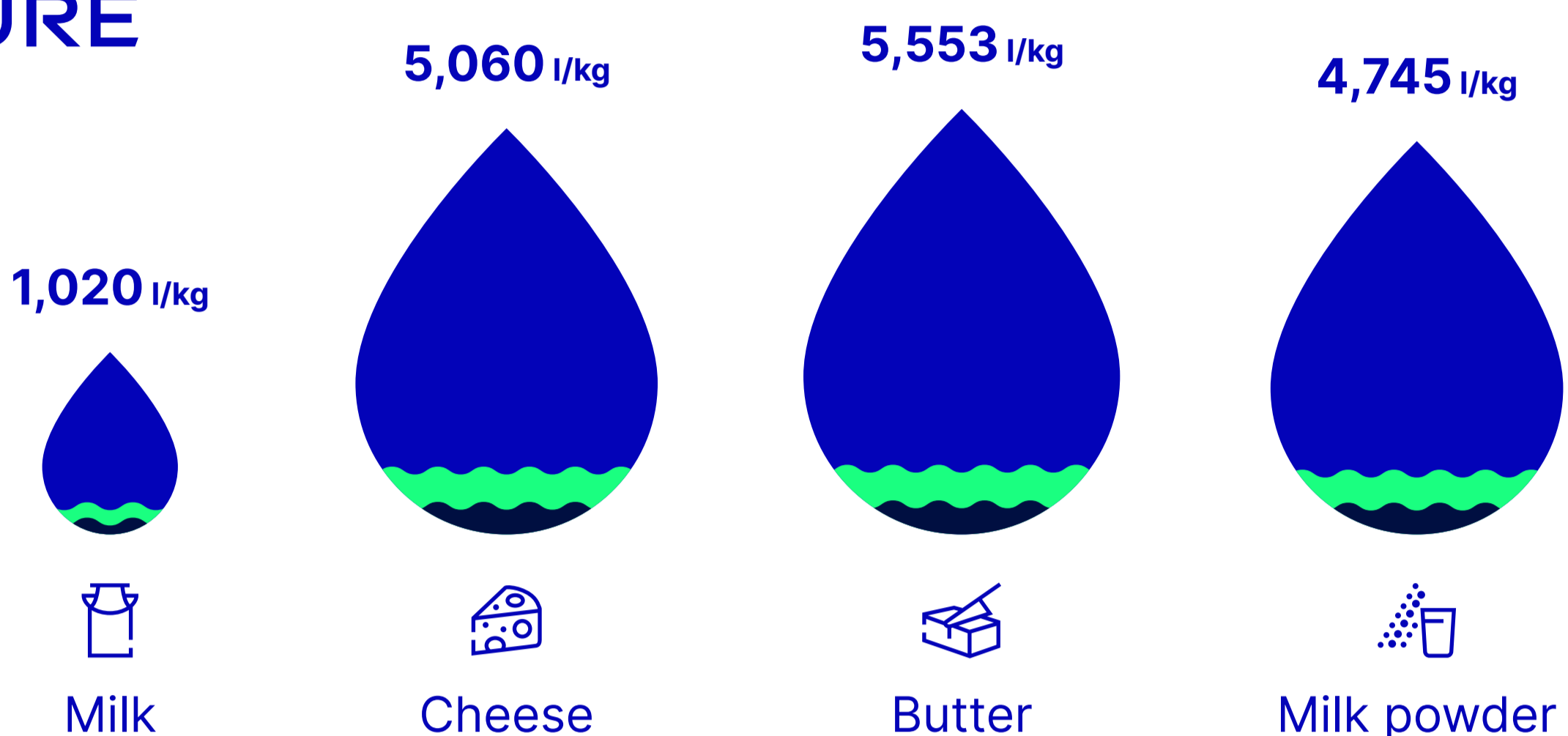
Source: Water Footprint Network

* Global average water footprint, ** for 1 l of drink, *** from sugar beets

FROM PASTURE TO FRIDGE

Water footprint

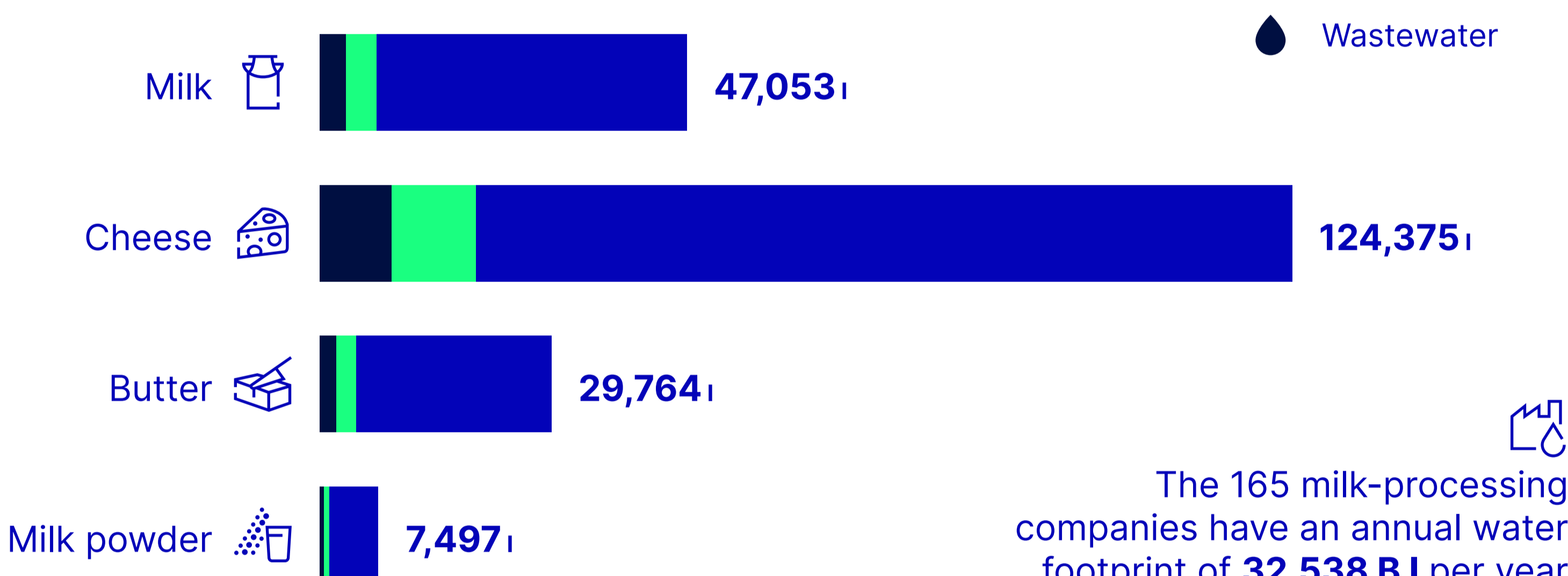
- Rainwater
- Surface and groundwater
- Wastewater



Source: Mekonnen/Hoekstra, "A Global Assessment of the Water Footprint of Farm Animal Products"

WATER CONSUMPTION OF DAIRY PRODUCTS IN GERMANY

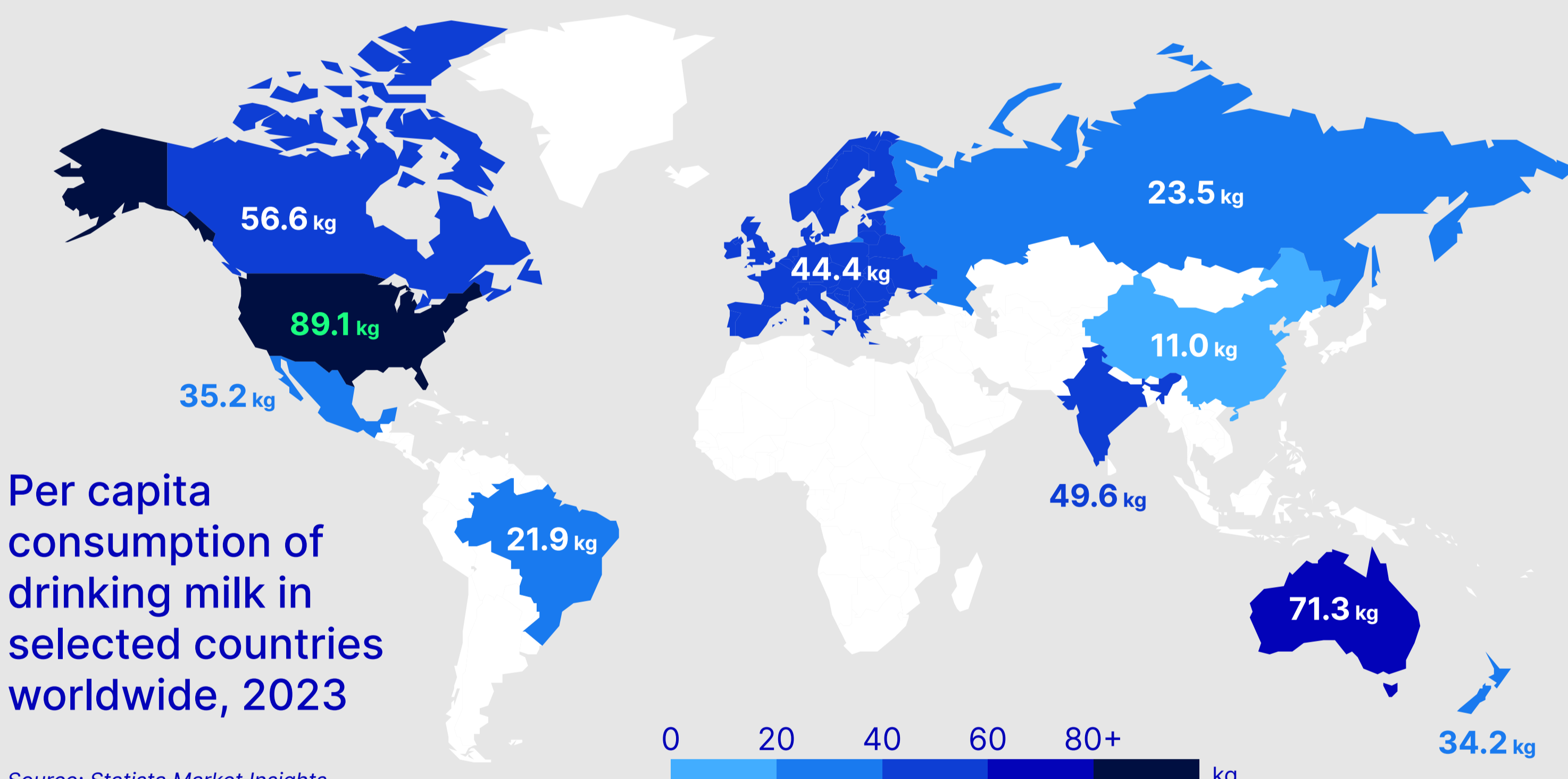
Per capita dairy water footprint per year



The 165 milk-processing companies have an annual water footprint of **32,538 B l** per year

Source: Association of the German Dairy Industry, Federal Office for Agriculture and Food

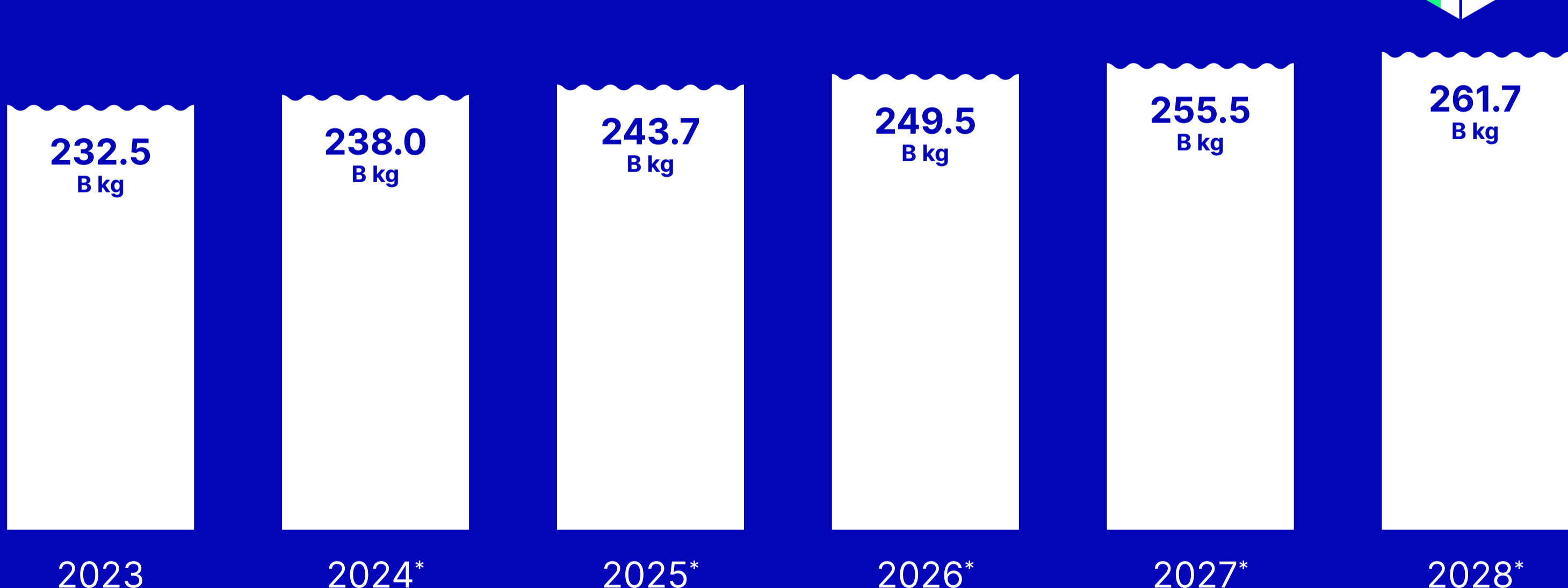
USA LEADS IN MILK CONSUMPTION



Source: Statista Market Insights

MILK CONSUMPTION IN THE WORLD CONTINUES TO INCREASE

Milk consumption (excluding other dairy products)

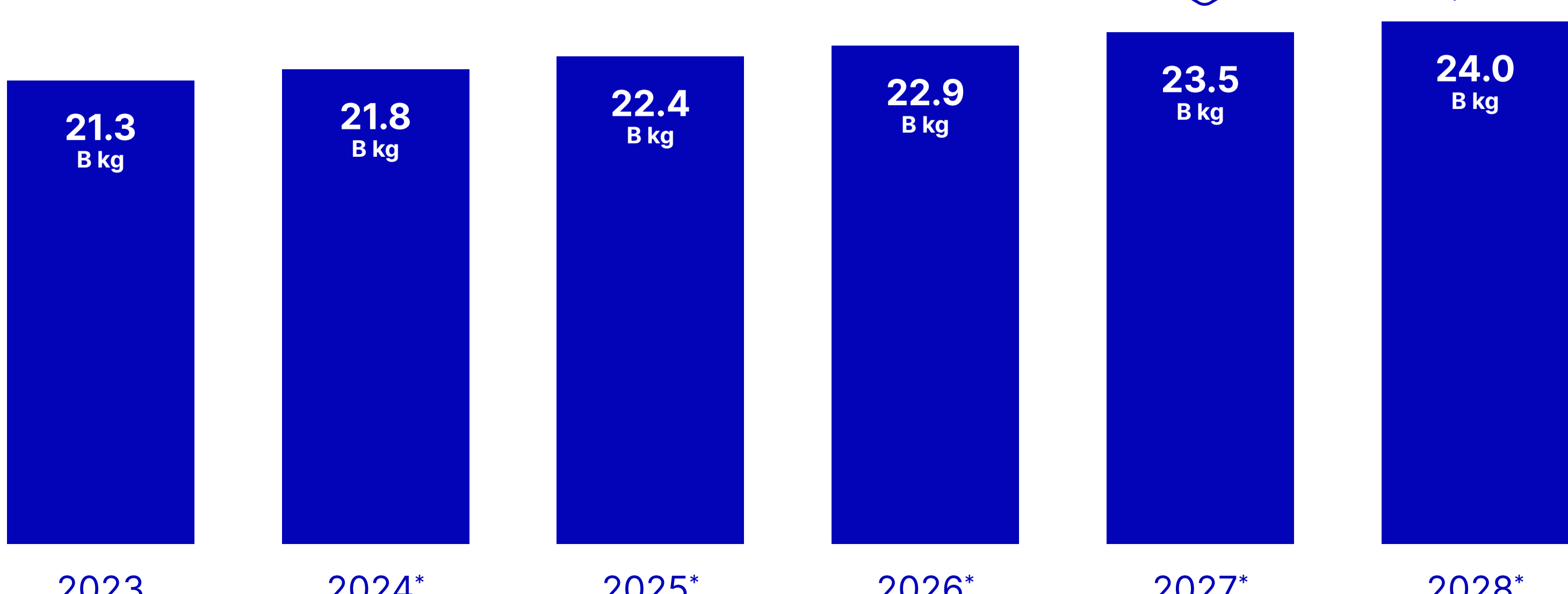


Source: Statista Market Insights

* Forecast

CHEESE CONSUMPTION IS ALSO ON THE RISE WORLDWIDE

Cheese consumption



Source: Statista Market Insights

* Forecast