



In 2015 Arla Foods Ingredients (AFI), a global leader in natural whey ingredients based in Denmark, began producing more lactose than they had done in the past.

They needed to look for alternative distribution channels. After seeing their parent company Arla's success selling skim milk powder on GDT Events, they began using the auction platform to offer three lactose specifications.



We would recommend GDT Events to sellers who are looking to expand their customer base and have consistent product to offer.



Luis Cubel.
VP Commercial.
Arla Foods Ingredients.

GROWING SUCCESS

Since their first Trading Event, AFI have been pleasantly surprised with the global demand for lactose on the platform, prompting them to steadily increase the volume they offer.

A RELATIONSHIP PRODUCING RESULTS

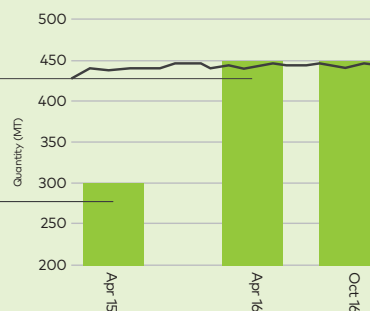
Today, AFI consistently offer 500MT of lactose each Trading Event, to bidders from over 80 countries.

They currently clear 98% of the lactose offered and the higher prices and access to new customers has helped them meet their internal sales goals – even during difficult times in the marketplace.

LACTOSE CLEARANCE RATES (GDT EVENTS)

Increased offer quantities to 500 MT twice each month from April 2016

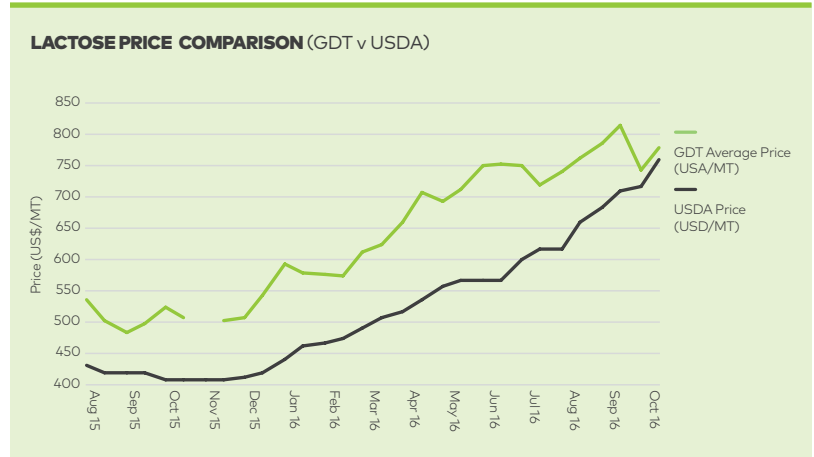
Offered 300 MT twice each month for the first year



98%
LACTOSE CLEARANCE RATE
Average from August 2015 - August 2016

LACTOSE PRICE COMPARISON

The average prices achieved on the twice-monthly GDT Events have been consistently higher than USDA published prices.



Morten Hass Kansen.
Director of General Foods
Arla Foods Ingredients.

WHAT VALUE DOES GDT EVENTS BRING TO AFI?

Morten Hass Kansen explains the key benefits AFI has experienced since joining GDT Events.

01 NEW CUSTOMERS

"GDT Events has enabled us to expand our customer base and access new demand."

02 GLOBAL REACH

"We can sell to a large, geographically dispersed pool of customers in a few hours."

03 PRICE DISCOVERY

"We bought into having a visible price to form a clearer picture of the overall lactose market."

04 THE RIGHT PRICE

"Both seller and buyer get the right market price at the time of offering."

05 PROFESSIONAL INTEGRITY

"Global Dairy Trade are very professional and they work in a transparent way."