**How do we communicate new or modified quality assurance standards to our farmers to ensure understanding and compliance?**

Arla Foods' Member Service Department is located at Arla headquarters in Viby, Aarhus, Denmark.

Member Service is responsible for raw milk quality insurance at Arla Foods and has the direct contact to our owners; the farmers producing the milk for Arla products.

My name is Flemming Larsen, and I am the global animal welfare specialist at Arla Foods. My responsibility is to be updated on animal welfare issues and

- assure that the milk quality assurance program is updated accordingly

- advice/support the business groups in Arla on value creation through incorporation of animal welfare issues in sales and marketing

I can offer you personal sparring on your thesis with a commercial point of view and access to an inspiring team, working in Member Service.

**The project we offer you**

Our milk quality assurance program "Arlagården" sets the standards and recommendations to be followed by our owners producing the milk for Arla's products.

Arlagården is continuously updated to reflect current legislation, Arla's production requirements and customer needs. A quality assurance system's value is entirely based on the farmers' understanding of the need and willingness to comply. The purpose of this project is to develop and test communication and information tools to assure the farmers' corporation and dedication to comply with the current standards. Your wishes, ideas and engagement are seen as an important contribution to the scope of the project.

**How can you apply?**

To apply for this thesis topic please send a synopsis and your CV to thesis@arlafoods.com no later than November 1, 2015 with the subject name "10 FLLA”. You will be notified no later than November 13, 2015 whether your synopsis has been chosen by the thesis advisor for cooperation between Arla Foods and you on this project.

**Student qualifications**

We are looking for a student with ambitions to create value for him/herself and Arla Foods, and we are expecting you to work independently based on regular formal project meetings and on support in specific tasks.

You see confidence-building communication and involvement with the raw material producers as an interesting and important part of running a successful food producing business, and contacting and communicating with people in different positions and working areas is one of your competencies.