



Follow up on “Farmer-Owned” from a consumer view

Arla Foods' Member Service Department is located in 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 from a commercial point of view and access to an inspiring team, working in Member Service.

The project we offer you

Arla Foods has developed a comprehensive campaign to create awareness of the impact of being a farmer-owned company on food safety and animal welfare.

The campaign has been launched in a number of countries but still has to be

launched in Germany and Denmark.

The purpose of the project is to develop and test an interview model/tool to evaluate the effect of the campaign on the consumer perception of Arla Foods.

We will work together with the Global Marketing department that has the responsibility for the campaign.

The outcome of the project will be used to further increase the understanding of consumer reactions in a continuous development and targeting of the campaign.

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 support on specific tasks.

You see the challenge in uncovering consumer needs as a very important part of producing and marketing high quality food. Your master could be in anthropology, sociology or another area of relevance for the project.

Contacting and communicating with people in different positions and working areas is one of your competencies.

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 "12 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.