



## Understanding the health perception of cheese globally, and defining how we can take a proactive approach in defining it

I, Ivania Casco, am a global brand manager within the Arla Cheese & Spreads team. My role is to ensure we grow Arla Cheese in the African and American regions, and working in a global organization, is about ensuring that we are all aligned on the strategy for growth, and that regional/local markets work together with us to safeguard our grow ONE brand, focusing on the selected levers, to guarantee the farmers the highest possible milk price.

My role as your thesis advisor will be to provide you with existing knowledge within Arla, scope your project, and guide you during the process.

### The project we offer you

“Cheese” is perceived in many different ways, globally. In Indonesia, Philippines and China, it is perceived as a healthy food; concentrated milk that is good for the healthy growth and development of kids. In Mexico, it is a delicious product, a stable food with great functionality that

compliment meals. In Northern Europe, there is a growing concern that cheese contains saturated fats that are not good for a healthy heart, therefore consumption is dropping. At the same time, the scientific community is still debating whether dairy fat is good or not... and different schools of thought remain. As a dairy company, we are well aware that “cheese” encompasses hundreds of products, some of which are extremely high in nutrition, due to a high content of protein and calcium, and others which have a high content of fat.

Therefore, what we are aiming for is the following:

- A map of consumer perception of cheese, globally
- An overview of cheese consumption per capita per country vs. their life expectancy and overall health status
- A review of the different schools of thought regarding cheese in the scientific community
- Trends regarding cheese and health
- a recommendation on how Arla can take a proactive approach in driving

the conversation and the perception around cheese, to ensure that the category continues to live up to the Arla brand promise of making eating simple and joyful.

### Student qualifications

You should have either a marketing related degree, or a nutrition related degree. A team with both areas of study would be ideal, but not mandatory. You should be curious about learning about new cultures, and have an open mindset, to ensure we cover all relevant angles.

Outcome of the project should for Arla be a power point presentation delivering findings etc.

### How can you apply?

To apply for this thesis topic please send a synopsis and your CV to [thesis@arlafoods.com](mailto:thesis@arlafoods.com) no later than November 1 2015 with the subject name “15 IVCAS”. You will be notified whether your synopsis has been chosen by the thesis advisor for cooperation no later than November 13 2015.