



Annual Convention Virtual Conference

**'Milk and Dairy:
Essential for
your Life!'**

Friday, 20
November 2020

**Register by 13/10 and
check our programme !**



Katrina Williams

@UKEUDeputy



Thank you for inviting me to join the lactosphere for the afternoon. Your views and work are invaluable to us: an excellent event and expert discussion [@EDA_Dairy](#) [@mnalet](#)

Time is running out

EDA Brexit Workshop with H.E. Katrina Williams

83 days before the end of the transition period EDA chair **Michel Nalet** welcomed H.E. **Ambassador Katrin Williams** (UK), **Brigitte Misonne** (DG AGRI) and **Peter Giørtz-Carlsen**, CEO Arla Foods Europe for an online exchange with 120 dairy executives and experts from the UK and the EU27.

Peter Giørtz-Carlsen delivered a concise state of play of the EU-UK dairy framework, an in depth analysis of the potential impact of a unmanaged end of the transition period and formulated the 'key asks' of our industry. He referenced in particular [the recent London School of Economics report](#).

"We were honoured by Ambassador Williams' commitment and very grateful for the constructive approach: she – and her team – clearly showed that they care about the dairy sector and are active to help us find solutions regarding the technical issues that we will all face at the end of the transition period. The very same is true for Brigitte Misonne and her team from DG AGRI. We summed up all questions that were raised in our workshop in a letter to both the European Commission and the Government of Her Majesty, and we will for sure follow up, especially with DG TRADE and DG SANTE that were not in a position to join the workshop. We simply MUST have a smooth transition to keep shelves and fridges stocked with healthy and nutritious milk & dairy products, and to keep balanced markets", concluded EDA President Michel Nalet.



Dairy excellence beyond standards

DG AGRI food seminar in Vietnam



EDA secretary General Alexander Anton and Léna Girard (EDA Secretariat) @ DG AGRI's online seminar

The difficult circumstances today cannot stop the whole DG AGRI #agripromotion team with Sergio Pavón and Paweł Bieńkowski in the lead to promote European agri-food excellence around the world. In last week's EU seminar on standards for agri-food products, organised for an targeted Vietnamese audience, EDA secretary general Alexander Anton presented the excellence of European dairy.

"Vietnam's market potential is yet to be uncorked for European dairy. The EU – Vietnam Free Trade Agreement is instrumental to further develop our EU – Vietnam dairy relationship. Both, the excellence of EU dairy and the long-term commitment of EU dairies in the Vietnamese 'lactosphère' puts us in a pole position here", stated Alexander Anton.

New NZ Ambassador engages with EDA

The new NZ Ambassador Carl Reaich and his team took the time to exchange with EDA secretary general Alexander Anton earlier this week.

While the NZ and EU lactosphère have a broad and shared common basis and intensive cooperation in fields like the [Dairy product Environmental Footprint](#), the content and process of the potential EU – NZ Free Trade Agreement is a point of less convergent views. But even here, at least, there was some kind of a common basis: both, the European lactosphère and New Zealand are disappointed by the EU Commission's first offer. See our [EDA Trade Focus on New Zealand](#).

"It is good to see that our EU Single Market and its smooth functioning is very much valued by our friends in New Zealand. And we appreciate our common efforts on dairy sustainability", stated Alexander Anton.

This meeting was also a very good opportunity to thank Frances Brockie, who will leave her post at the NZ embassy in Brussels, for her great work and trusted cooperation.

Make transatlantic relations great again!

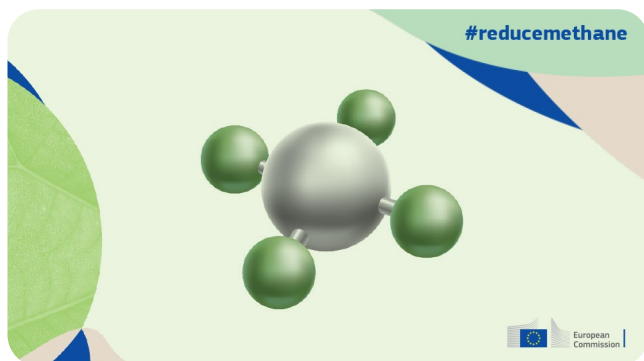
All ingredients for a solving of the transatlantic aircraft trade disputes are on the table after the publication of the WTO report on the Boeing dispute earlier this week. The EU as well as the U.S. have nothing to gain from further escalation other than irreparable harm to companies. We intensified its outreach and discussed the issue with all relevant parties. EDA Secretary General Alexander Anton took part in a meeting with Michael Hager, the Head of Cabinet of our new EU Trade Commissioner Valdis Dombrovskis, to exchange on potential EU responses on the WTO ruling. The unjustified punitive import tariffs that the U.S. placed on a range of EU dairy products were furthermore discussed during our latest meeting with one of our overseas partners, the Cheese Importers Association of America (CIAA). The upcoming weeks will be decisive and EDA, as part of a wide coalition of industry associations, calls upon the EU & the U.S. to build on the good will generated by the tariff reduction agreement concluded in August and speed up work on a negotiated solution.

Dairy Innovation Summit 2020

This week, **Kinga Adamaszwili**, our EDA Senior Nutrition, Health & Food Law Officer, presented out EDA views to the audience of the Virtual Dairy Innovation Summit 2020. She shared the latest EU developments on the front of pack nutrition labelling topic (FOPNL) and nutrient profiles, the possible direction of the nutrition label evolution, potential issues for dairy products and how EDA is driving the agenda on the nutrition labelling topic at the EU level. For more information please see our [EDA Guiding Principles on FOP](#), EDA Position on [Nutri-Score and Cheese](#) and [EDA Position against mandatory FOPNL](#).

EU Commission unveils Methane Strategy

The European Commission published this week the EU Methane Strategy, aiming at cutting methane emissions in the energy, waste and agricultural sectors. As the EU Commission paper points out, agriculture has significantly reduced its GHG emissions in the past decades.



As the European dairy sector, we are – together with our colleagues in New Zealand – the most efficient world region for milk production with a carbon footprint per produced unit of milk in

Europe that is one of the lowest in the world, while contributing to carbon sequestration on pastureland and renewable energy production.

We have developed the [Dairy Product Environmental Footprint](#), the methodology for calculating a 17-indicator-based environmental impact of dairy products. This methodology, approved by the EU Commission and EU Member States represents the proactive and holistic approach of the dairy sector to map and reduced the footprint of its operations, avoiding negative trade-offs between environmental indicators. Moreover, milk-producing ruminants help protecting biodiversity and are fundamental for the social and economic sustainability of rural areas.

French mandatory origin labelling regime dismissed by European Court of Justice (C485/18)

Following the legal opinion of Advocate General Gerard Hogan of 16 July 2020, the European Court of Justice (ECJ) dismissed the French mandatory origin labelling regime. The French government was not able to prove an objective difference of French milk compared to any other milk: *"there is no difference between French and German milk"* as the EU Commission representative stated in the court hearing in Luxembourg. It is now up to the French *Conseil d'État* to translate this clear European verdict in its French ruling.

"We congratulate EU Commissioner Thierry Breton and his team, since this ECJ ruling supports the approach taken by the EU Commission since he took office to end the political "laissez-faire" attitude towards nationalistic instincts. We expect the EU Commission services to take swift action against all existing mandatory national origin labelling regimes that have been put in place after the French started this anti-Single Market legislation", stated **EDA Secretary General Alexander Anton**.



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Protection of Dairy Terms

End of August, an alliance of vegan and vegetarian stakeholders joined Nestlé and Mondelez to call for the abandonment of the protection of dairy terms and to try to amend the text already voted in the EP Committee on Agriculture and Rural Development.

EDA reminded MEPs about the crucial importance of the protection of dairy terms in terms of consumer protection and quality guarantee. The marketing of substitute products by using dairy terms like 'butter', 'milk' or 'yogurt' clearly misleads consumers to believe that these imitations are an 'equal' substitute to originals, in terms of quality and nutritional value.

"We have seen an 'alliance' of vegan stakeholders joining the campaign of multinational food giants and even a \$3 billion plus margarine company that has been convicted numerous times in Europe for cheating the citizens and breaching European consumer protection laws, now putting a lobbying engine under steam in Brussels to have exactly those European consumer protection laws changed. My only comment is to adapt one of the misleading marketing headlines of the concerned company: I can't believe how nuts this is", stated EDA secretary general Alexander Anton.

Organic sector questions nutri-score labelling

While the German government has approved the so-called nutri-score nutrition labelling scheme, the organic sector in Germany questions its scientific set-up.

"Organic food products cannot be adapted ('enhanced') to look 'better' in the nutri-score color system: for instance, organic food is restricted in using 'replacers', like for sugar", claims the German Federation BNN.



Alexander Anton

@dairyanton



Nutrition labelling: there is something seriously wrong with a system where a diet coke ranks healthier than semi-skimmed milk !

