

Representing dairy excellence in the EU Seminar on Standards for Agri-food products in Thailand

On 7 and 8 June, EDA had the pleasure and honour to be invited by DG AGRI to present the EU food safety, quality and sustainability standards to our Thai partners during the EU Seminar on Standards for Agri-food products in Bangkok (Thailand). The aim of the event was to enable a better dialogue between the representatives of the EU and Thailand, including officials, industry experts, importers, sector organisations and other stakeholders in order to improve trade opportunities for EU agri-food products in Thailand currently limited by tariffs and other trade barriers.



Kinga Adamaszwili, EDA Director of Food Policy, Nutrition and Regulatory Affairs, and Patrick Deboyser, Professor at the European College of Parma Foundation

Kinga Adamaszwili, EDA Director of Food Policy, Nutrition and Regulatory Affairs, lead the business-oriented session dedicated to the EU dairy products and provided a detailed overview of how the EU regulatory requirements guarantee the highest level of food safety, quality and consumer protection. In the roundtable discussions on EU organic production, she highlighted the added value of EU organic dairy products. The Seminar was part of a series of activities and events organised by the EU Commission in the context of the ongoing EU-Thailand Free Trade Agreement (FTA) negotiations which re-started in March 2023 and aim to facilitate export of EU agri-food products to Thailand.

Spanish EU Presidency

Spain will take over the rotating presidency of the Council of the European Union on 1st of July 2023.

When it comes to agriculture and fisheries the overarching priority is related to food security and food safety as highlighted by **Luis Planas**, Spanish Minister of Agriculture, Food and Fisheries. Another priority will be pesticide reduction, improved irrigation systems, precision farming, and new genomic techniques (NGTs).



Spain will also prioritise the implementation of the National Strategic Plans under the Common Agricultural Policy (CAP) and the role of rural areas in the EU.

EDA had the opportunity to meet Minister Luis Planas at the EDA Annual Convention 2022 in Madrid where emphasised the essential role of the dairy sector in our society due its economic value for rural areas and its contribution to territorial cohesion. He also highlighted the support of the Spanish government to the dairy industry in order to face current challenges like the ones derived from the Russia's war in Ukraine.



FeNIL President Ignacio Elola (left), Spain's Minister of Agriculture, Food and Fisheries Luis Planas, and EDA President Giuseppe Ambrosi in November 2022 at our EDA Annual Convention in Madrid



“World Wide Whey” -project launch in Amsterdam

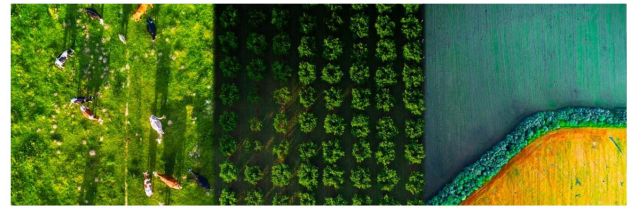
On June 13, **Caroline Emond**, Secretary General, International Dairy Federation, **Mindy Berrey**, Senior Director of Sales, Land O'Lakes, **Blake Anderson**, President, the American Dairy Products Institute, and **Alexander Anton**, Secretary General EDA and EWPA discussed the options for a global generic whey/dairy ingredients campaign under the headline “world wide whey”. With wheyforliving.com and thestronginside.com, ADPI and EWPA are both running very successfully members' driven generic promotion campaigns for whey and whey protein in the U.S. and in Europe. In this deepened cooperation between our federations, we will exchange the best communication ideas and practices and bring whey campaigns to a new global level. We are looking forward to this new step in “world wide whey”.



Alexander Anton (EDA/EWPA), Caroline Emond (IDF-FIL), Mindy Berrey (Land O'Lakes), and Blake Anderson (ADPI)

DG AGRI Outlook Workshop 2023

In preparation of the annual flagship event of DG AGRI, the Agricultural Outlook 2023 Conference, scheduled for 6 and 7 December 2023 in Brussels, the team of **Jean-Marc Trarieux**, Head of unit, DG AGRI A.2, organised together with the EU COM Joint Research Centre, the “DG AGRI Outlook Spring Workshop” at the beginning of June.



2023 EU Agricultural Outlook Spring Workshop

Next to an in depth analysis of the effects of “megatrends affecting EU agriculture” and “drivers on the watch” with a view on the global energy and climate outlook and the situation in Ukraine, the “milk & dairy outlook session” chaired and presented by **Andrea Porcella-Čapkovičová**, DG Agri, was a unique opportunity to discuss with the EU Commission experts and different dairy stakeholders the economic perspectives of the dairy sector in Europe and beyond.

SPSMAWG: Opening up the world to EU dairy

EDA and Eucolait gave a joint presentation at the latest Sanitary and Phytosanitary Market Access Working Group (SPS MAWG), which was held on Thursday 22 June. The SPS MAWG brings together European Commission and Member State representatives, EU businesses and technical experts with the goal of resolving SPS market access barriers. **Alice O'Donovan**, Legal and Policy Adviser, Eucolait, set the scene by presenting the latest export data, showcasing EU dairy as one of the flagship sectors when it comes to our EU agri-food exports.

Laurens van Delft, EDA's director of Trade and Economics, followed up with a deeper dive into the main SPS trade barriers. Special attention was given to halal certification (Algeria and Egypt), old school protectionism (China and Qatar) and a lack of coordination within the administration of one of our third country trading partners (India). The presentation ended with a summary of the suboptimal functioning of pre-certification within the EU, followed by industry recommendations to the European Commission.

EWPA General Assembly 2023

The Whey Forward!



european whey processors association

At the summer General Assembly of our EDA sister organisation EWPA, the European Whey Processors Association, EWPA President **Luis Cubel** (Arlafoods Ingredients) welcomed last week in Uddel (the Netherlands), 80 dairy ingredient executives from across Europe. Hosted by the Dutch EWPA members VanDrie Group, Royal Friesland Campina and Fonterra, the "Open Session" gathered high-level speakers from the world of whey, dairy, agriculture and research at the VanDrie group research centre.



A huge "dank u wel & kia ora" to our Dutch hosts: Benno van Mersbergen, RFC (left), Theo Koster (VanDrie) and Mark Casey (Fonterra) and their teams!

Theo Koster, VanDrie Group, chaired the session "The future of livestock & dairy – it all starts with the calves". **Theo Koster** and his colleagues shared the latest insights on calve health & nutrition research and **Jan Hendrik Mica**, Wageningen Livestock Research, spoke about "Sustainable Dairy/Veal Farming and Value Chain". Session A was closed by **Marije Van Tol**, Schothorst, Feed Research, with "How early life development of the calve affects the later life as a dairy cow".

James Neville, EWPA Vice-President, chaired and moderated the second session, "The new & next in whey". **Herman Ermens**, RFC President Ingredients, gave during this session a powerful keynote speech "How will precision fermentation be a game changer for the whey industry?"

Thom Huppertz, Professor of Dairy Science and Technology, Wageningen University, ended the Session with "Scientific advances for the whey sector: breakthrough innovation or old news for new people".



EWPA President Luis Cubel at the EWPA General Assembly 2023

Benno van Mersbergen, RFC, brought our whey insight to a global level by chairing and moderating our third session; "Our Whey World 2023". **H.E. Susannah Gordon**, New Zealand Ambassador to the Netherlands and our first speaker this session emphasised the strong bond between Europe and New Zealand. **Pablo Recio**, Managing Director, Eibens, gave an insight in the Chinese world of whey while **Mindy Berrey**, ADPI's Chair of the Board of Directors and **Blake Anderson**, President & CEO, ADPI, gave an update on the whey business in the U.S.



EWPA President Luis Cubel and the whey runners

Competition exemptions and Sustainability Guidelines - unanswered questions

EDA's director for Trade and Economics, **Laurens van Delft**, attended on 12 June, the conference "Sustainability Guidelines: Enhancing cooperation for a greener agri-food supply chain". The conference followed a public consultation, closed in April 2023, and was organised by the Directorate-General for Competition and the Directorate-General for Agriculture and Rural Development. The goal was to discuss key elements of the Guidelines with interested parties at all levels. **Olivier Guersent**, Director-General, DG Competition, and **Wolfgang Burtscher**, Director-General, DG Agriculture and Rural Development, opened the conference after which multiple panels discussed various aspects of the Guidelines. The main (still unanswered) question was the definition of "indispensable" as criteria for competition exemptions under article 210a of the CMO regulation. Other panels discussed the need for an ex ante or ex post evaluation and if consumers would pay higher prices. There remains tension between consumer and producer interest and the proposed ex post evaluation can create legal uncertainty for producers. The European Commission will use the exchanges in their next steps, which is finetuning the Guidelines.

Greece upholds EU consumer protection and dairy terms



EDA continues to support that European consumers are provided with truthful and transparent information regarding the products they consume via, among other things, the protection of dairy terms. However, a new marketing strategy using misleading and controversial dairy related terms for non-dairy products is occurring in Europe.

This strategy, elaborated to elude protection of dairy terms, using terms such as 'm*ilk', 'sheese', etc., misleads consumers.

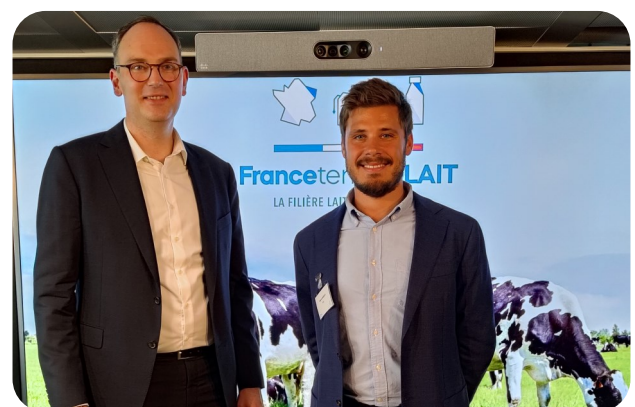
The EU court of Justice banned this marketing strategy in the so-called 'TofuTown.com' case (C-422/16). Greek court decided this week that plant-based drinks cannot use these misleading labelling terms and Greece has joined the fight for consumer protection and the well being of the dairy industry.

We celebrate another step towards the efficient protection of dairy terms and guaranteeing that consumers are shielded from misleading marketing strategies.

FNIL General Assembly: "Transition and food - solutions via innovation"

Early June, French EDA member FNIL invited EDA to its annual conference in Paris, where **François-Xavier Huard**, the President - Director General of FNIL, had organised three panel discussions. The conference gave the possibility to highlight the opportunities for the dairy industry linked to the current agroecological transition, the benefits of livestock farming on the environment, and how dairy innovation is part of the solution for achieving sustainable diets.

The European dairy sector is already one of the most efficient globally in terms of environmental footprint, and European dairy companies are increasing their efforts in further improving the performance of dairy operations across the three pillars of sustainability (environmental, economic and social dimensions), contributing to the green transition.



François-Xavier Huard, the President, Director General of FNIL with Alberto Babolin, EDA

Emissions targets and pricing: EDA contributes to the EU discussions

In the context of the EU climate targets for 2030 and 2050, the European Commission is currently reflecting on setting an intermediate target for 2040, and a public consultation has been undertaken.

Last week, EDA, together with other European associations along the livestock value chain, has co-signed a letter addressed to the EU Commission, highlighting our concerns over the structure of the questionnaire of the public consultation, and the way the questions are framed. While we share the goal of taking effective climate action and increasing the sustainability of business practices, we believe the survey contains some highly generalized assumptions which sideline the livestock value chain and do not reflect the sustainability improvements achieved by the sector.

Livestock is the focus of another EU initiative, aimed at assessing the feasibility of a separate ETS scheme for agriculture emissions, in order to apply the "polluter pays" principle to the agricultural sector. EDA has participated in the technical stakeholder workshop that took place last week on this matter, and we are actively following the discussions here, providing input to the work of the Commission and highlighting the sustainability efforts in our sector, as showed in our latest [factsheet](#).

Dank U wel and mille mercis beste Renaat!

The idyllic Château-Ferme de Profondval was the perfect setting for the 2023 Annual Convention of our Belgian member federation BCZ-CBL and for the farewell of **Renaat Debergh** who led the BCZ-CBL for 35 years and served as our EDA treasurer for 32 years.

Your favourite dairy product?

"My favourite dairy product is cheese, especially our Belgian cheeses like Vieux Bruges, Bouquet des Moines or Vieux Chimay and on my BBQ I like Berloumi."

Renaat Debergh

Managing director at BCZ-CBL



Välkommen Alex!

We give a warm welcome **Alexander Roth** as the new Communication Officer for EDA and EWPA. A Swedish national, he has previously worked in Brussels since 2021 where he was a digital editor for the European Parliament and worked in communication for the industry association Fertilizers Europe.

-I'm really looking forward to working with EDA and EWPA, I've just been at the Uddel conference which was a great place to start. Alvaro has left behind a great overview of the work and I feel ready for this new task.

Your favourite dairy product?



"Filmjölk" a traditional fermented milk product from Sweden, and a common in the Nordic countries."

Alexander Roth

Communication Officer EDA/EWPA