

EU-U.S. Summit: Great transatlantic news!

After a 17 year dispute over aircraft subsidies, we congratulate EU Commissioner **Valdis Dombrovskis** and U.S. Trade Representative **Katherine Tai** and their teams for the agreement to suspend disputed tariffs for five years, in line with our reiterated calls, as we expressed in our [joint EDA & CIAA letter](#) of 14th of June. This suspension gives both administrations time to find a permanent solution.

"Today's agreement paves the way to re-shape and enhance our trade relationships with our American friends, based on our common values and mutual interests" **EDA Secretary General Alexander Anton** stated.



The outcome of this week's EU-U.S. summit, with the suspension of the disputed tariffs for five years, is great news not only for the European lactosphere, but also for all trade partners involved. This decision sets the basis for a balanced and harmonized future based on fruitful cooperation at both sides of the Atlantic.

Giuseppe Ambrosi
EDA President



New Zealand Trade & Agricultural Minister Damien O'Connor's visit:

Charming the UK and the EU

While New Zealand Trade and Agriculture Minister Damien O'Connor is defending his country's agri-trade interests in a post-Brexit UK this week in talks in London, the European Union prepares for his visit in Brussels.

"The EU had made it very clear in 2019: there will be no EU dairy offer for New Zealand. In May 2020 we were surprised to see an EU dairy offer that was extremely generous and unspecific in quite some perspectives. We trust the EU Commission has done its homework and re-worked the EU offer in line with market realities and level playing field conditions. The unrivalled New Zealand market access in China and other world regions is part of these market realities and must be taken into account", highlighted **EDA Secretary General Alexander Anton**.

Read [here](#) our EDA Trade Focus on New Zealand!

EU – UK Relationship:

EU Domestic Advisory Group

The EU Commission's DG TRADE is in the process of setting up the EU Domestic Advisory Group of the EU – UK Trade Cooperation Agreement (TCA) with the mission to advise on its implementation.

"Dairy is one of the most affected industry sectors by the EU – UK trade relationship. We are our biggest mutual dairy trading partners, covering all types of products, starting with raw milk supplies. We simply depend on a smooth functioning of the EU – UK TCA. That's why, together with the chair of our EDA Board Task Force, **Conor Mulvihill (Dairy Industry Ireland)**, we decided to apply for an EDA membership in this advisory body", commented **EDA President Giuseppe Ambrosi**.



Milk versus plant based beverages: Facts over myths

One of the biggest challenges of the lactosphere is based on the different campaigns by the plant-based industry lobby to discredit and dismiss milk and dairy. In recent years, these efforts have been ramped up and there has been widespread dissemination of misinformation regarding dairy in the public discourse, fuelled by the recent state of the art campaigns by multinational companies and their financial partners. But what is really the truth? Which side is right? According to a recently published International Dairy Federation report, the argument is much more in the dairy industry's court than people may think.

“Milk - nutritious by nature”

Nutritionally speaking, milk and dairy are incredibly important contributors to a healthy diet. They are naturally nutrient rich and have well documented benefits to health at all stages of life. Milk is a unique product because of the milk matrix, which is the sum package of all the nutrients found in milk as well as their interactions with each other. These benefits are not seen in plant-based products, as they are fortified and formulated to imitate partly the nutritional benefit of milk. The nutrients found within are added and do not form a matrix to boost their health and nutritional advantages, and their biological protein quality is 10-30% lower than animal sourced proteins. Whilst their raw source plants may provide some health benefits, this has not been proven to extend to the highly processed products derived from them. Therefore, it is not scientifically supported to claim that plant-based products are a healthier or even nutritionally equivalent alternative to dairy. There is simply no formula that can recreate the naturally superior composition of milk and dairy.

What about the environment?

Environment is often the second biggest argument brought forward by the plant-based lobby; that plant-based products are 'simply' better for the environment than milk and dairy. However, the case is not as open shut as they would have you believe. Indeed, by the current metric of carbon emissions, plant-based beverages produce less carbon than dairy. However, this metric leaves out a lot of vital factors. Per kilogram of product plant-based products do produce less carbon. But dairy is far more sustainable when considering the impact per nutritional value. Since dairy is more nutritionally rich, less dairy is needed to fulfil daily nutritional requirements than plant-based products. Therefore, for the same amount of nutrient, less dairy and less emissions are needed than for plant-based products. Furthermore, dairy farming encourages and revitalises the grasslands in the surrounding areas, this leads to more carbon capture and carbon sinks being created because of the animal grazing.

Finally, dairy provides a vital socio-economic launchpad for millions of people around the world. FAO studies show that the collection and distribution of milk generates considerable direct and indirect employment and has an impact on the reduction of poverty worldwide every year. On top of this, dairy is a cultural heritage and a significant part of many traditions and cultures around the world. It is fundamental to national identities and pride which can be shared with others and can unite us in forming a joint European identity.

Read here our recently published Q&A:

[‘Milk VS plant based beverages’](#)

Q&A:

Milk VS

Plant based beverages



Code of Conduct on Responsible Food Business and Marketing Practices:

Ready for signing?

On 21 January 2021, EU Commissioner **Stella Kyriakides** and Executive First Vice- President **Frans Timmermans** have launched the work on the 'code of conduct for responsible business and marketing practices'. This EU COM initiative is included into the EU COM Action Plan of the Farm to Fork strategy (action n° 13) and has been officially declared an 'initiative that has the clear potential to put the food production on the good track' – with a low visibility of DG AGRI in the whole process.

This code of conduct is meant to be the lighthouse EU initiative to be presented at the UN Food Systems Summit in autumn 2021 and the basis for the EU Sustainable Food Systems Regulation, scheduled for 2023.

After 3 months of multiple working rounds, the code of conduct for responsible business and marketing practice of the agri-food 'middle part' of the chain is at its final draft stage. As EDA, we are fully engaged in this process that was managed in lightspeed with high energy by the EU Commission services in charge.

This high time pressure led to some shortcomings in the governance of the set-up and the drafting process, highlighted by the European Parliament. See [here](#).

Associations should decide this week whether they wish to sign it, and companies were invited to already bring forward commitments. Some feel overridden by the unclarities remaining and the real reasoning to join in – what would it bring if they sign or not?

With some essential questions remaining to be answered, the code is now open for signature by agri-food associations and food business operators. See [here](#).

While it is meant to be an industry code, the European Commission has taken an active role and

really pushed it forward, but seems not willing to engage in any part of the concrete work. The 'Code' will be officially launched in a 'high level celebratory event' by the EU Commission on 5 July 2021

For EDA, we will continue our active work in bridging science and actions on the ground, pushing for further science and broad assessments to assure a truly constructive work over the coming years, be it with or without the code.

EU Promotion Policy:

Towards a strong and inclusive program

EU Commissioner for Agriculture and Rural Development **Janusz Wojciechowski** had declared in our meeting in January 2021 that he doesn't have the intention to exclude any types of products from the EU Promotion programs (see our [EDA Dairy Flash #1 2021](#)). Nevertheless, he informed last week in a videoconference about the current Commission's proposal of adapting the promotion schemes "towards diets considered to be more sustainable containing less meat and more fruits and vegetables to comply with the EU Green Deal targets".

MEP Paolo De Castro (S&D, Italy) replied to the Commissioner that, indeed, the programme would have to comply with the EU Green Deal and the Farm to Fork and Biodiversity strategies. He also noted any discrimination of products without scientific evidence will not be accepted by the European Parliament. In the same line, **MEP Irene Tolleret (Renew, France)**, stated that the existing program has proven to be very successful. She highlighted that promotion actions are of an utmost importance for SMEs and small producers in the EU and explained that in difficult economic moments like the current one, the Promotion Policy should be used to boost the European agricultural sector and its products.



Carbon Border Adjustment Mechanism:

What can we expect?

The overall EU policy objective to make Europe the first climate neutral continent will require tremendous efforts by all EU industries. These efforts can only contribute to less carbon emission globally, if production processes are not moved in other, less demanding world regions.

With the aim of reducing this 'carbon leakage' and ensuring that the price of imports into the EU reflect more accurately their carbon content, the European Commission is due to publish its proposal for a **Carbon Border Adjustment Mechanism (CBAM)** by mid-July. Provisionally, the mechanism is expected to be a replica of the existing **Emissions Trading Scheme (ETS)** for certain products imported into the EU. The Commission's plans are to provide companies with CBAM certificates equivalent to the emissions 'included' in the goods they import into the EU. The first sectors which will be affected by this new mechanism are cement, electricity, iron, steel, aluminium and fertiliser production. The details of the entry into force of the mechanism and its transitional period remain unknown yet, but it seems that the Commission is working on a three-year transitional period from 1 January 2023.

EU revision of marketing standards: Phase II open

In recent years, existing EU Marketing Standards have proven very instrumental in assuring concise and transparent consumer information, guaranteeing a level playing field within the market competition and in facilitating trade.

An extensive European Commission's evaluation exercise in 2019 and 2020 has underlined the success of the existing marketing standards and highlighted the need for the protection of dairy terms in this very context.

Now, the EU Commission intends to align our EU marketing standards to the Farm to Fork strategy

targets, which implies to modify them in order to – inter alia – 'encourage the supply of more sustainable products to consumers'. On 8 June 2021, the European Commission launched the second phase of the process with the opening of a [public consultation](#).

The feedback period is open until 31 August 2021. We shared already a [first feedback](#) and exchanged with the relevant EU Commission services – along these lines we will also give our feedback to the now launched public consultation.

EU animal welfare legislation and labelling:

European Parliament evaluation

This week, the Research Service of the European Parliament (EPRS) published a research study evaluating the implementation of the current EU legislation on animal welfare on-farm. Although evidence seems to suggest that some EU directives can be considered outdated and in need of revision, the vast majority of the consulted stakeholders underline that the legislation has had a huge positive impact on the way animals are kept. In terms of EU added value, the legislation has provided a common framework of rules.

The report also analyses the currently existing animal welfare labelling frameworks in Europe and assesses prospects for labelling at EU level.

EDA has actively provided input to the Parliament's report and is also working with the EU Commission on mapping existing projects and schemes aimed at protecting and improving the health and welfare of dairy cows. EDA is also a full member of the EU Platform on Animal Welfare, where we bring forward our support of every effort in keeping dairy animals healthy. Our input to the platform is coordinated by the EDA Animal Health and Animal Welfare Task Force, that gathers our dairy experts in the field.

The industry is committed to continuing improving the health and welfare of dairy cows and promoting animal care practices, as part of a sustainable European dairy sector.

EFSA roundtable with industry associations

EDA was invited to participate in the annual EFSA Roundtable with industry associations earlier this week. The meeting provided an opportunity to exchange on numerous topics of high importance to the industry applicants, e.g. implementation of the Transparency Regulation, notification of studies and pre-submission advice, confidentiality requirements, support services to the applicants as well as EFSA communication and stakeholder engagement.

The meeting was attended by a wide range of industry associations as well as EFSA staff, including EFSA Executive Director **Bernhard Url**, Head of Scientific Evaluation of Regulated Products Department, **Guilhem De Seze** as well as EFSA Heads of Units and scientific officers.



European Dairy Association @EDA_Dairy · Jun 16

Today, @EDA_Dairy had the pleasure to participate in the annual @EFSA_EU Roundtable with industry associations.



A great opportunity to exchange on numerous topics of high importance to industry applicants, such as the implementation of the #Transparency Regulation!



Dairy Science and Technology Symposium

Between the 21st and the 25th of June 2021, the online conference 'Dairy Science and Technology Symposium' will bring the dairy science community together to debate the future food system and the role of dairy in it, with keynote speakers.

The event will count on the discussion about the role of dairy in future diets with the premise that any future food system will only function if it leads to diets that are not only healthy and sustainable, but also affordable, safe for all, and accepted.

More details [here!](#)



Save the date:

'Collaboratively building a sustainable future for the dairy industry' workshop

Are you a researcher or practitioner interested in sustainable business for the dairy industry? Join the workshop on "**Collaboratively building a sustainable future for the dairy industry**" on 30th June, organised by DEX (Dairy Evolution NeXt) and funded by the Economic and Social Research Council (ESRC) and the Irish Research Council (IRC).

[Register here!](#)