

U.S. agricultural information network meeting in Brussels

The U.S. Department of Agriculture offices in Brussels invited this week their colleagues from the different U.S. embassies across the European Union to gather their insights on the state of play of European agriculture.

Alexander Anton and Laurens van Delft (EDA) had the possibility to share our assessment with our U.S. colleagues.

“With the GAIN (Global Agricultural Information Network), the U.S. has a long-established global agriculture intelligence system in place. The so-called GAIN reports – which are to a good extent in the public domain – are a very valuable source of information. These reports are really helpful for us since they complete the picture that the services of DG AGRI and their colleagues in the EU delegations around the world deliver,” declared EDA Secretary General Alexander Anton.



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97 Milk campaign: Promoting the power of whole milk

'97 Milk' is a U.S. based campaign launched by dairy farmers with the objective of promoting whole milk and its multiple benefits among consumers.

Launched as an educational platform, '97 milk' is a great source of information to learn about all the benefits that real milk provides naturally. As a complete protein, whole milk contains the 9 essential amino acids needed by the human body, as well as 21 minerals, 13 vitamins and essential nutrients. On top of this, whole milk is 97% fat free, something not all consumers are aware of.

Check out here the [97 Milk website](#) to learn more about the wide range of nutritional benefits coming from whole milk, and make sure to follow '97 Milk' on [Instagram](#), [Twitter](#) and [Facebook](#) so you don't miss any update!



EDA President Giuseppe Ambrosi with U.S. House Committee on Agriculture Ranking Member Glenn GT Thompson holding a '97 Milk' banner.



EU Commissioner Janusz Wojciechowski leads EU Trade Mission to Vietnam and Singapore

A high-level dairy delegation led by EDA Board member **Frédéric Chausson** was invited by European Commissioner for Agriculture **Janusz Wojciechowski** to join his #EUAgriPromotion business mission to Vietnam and Singapore in mid July 2022.



European Dairy Association @EDA_Dairy · Jul 15
 Dairy Excellence at #agripromotion High Level Mission in Singapore with #JoãoOnofre @PolskaZbaMleka @copacogecaMILK @dairyanton - a huge thank you to @jwojc & his @EUAgri team for this great opportunity and also to @Trade_EU @JohnAClarkeEU for opening up the markets!



"Vietnam and Singapore markets offer both significant opportunities for EU dairy – with a rather different market profile and within a very competitive international environment. Getting first hand insights and having the EU Commissioner leading this mission to Vietnam and Singapore is of a very high value for the European lactosphere. We are grateful to our Commissioner Janusz Wojciechowski for his leadership and to Ms Christina Gerstgrasser and her team for the excellent organisation," congratulated EDA Board member Frédéric Chausson (Sodiaal).



Upcoming EDA transatlantic meetings at SIAL Paris

SIAL Paris, the renowned biennial food exhibition, will gather worldwide top food experts to the French capital for its 2022 edition from 15 to 19 October.

SIAL Paris 2022 will be an excellent opportunity for our EDA Task Force to meet with our friends and colleagues from the Cheese Importers Association of America (CIAA) and the International Cheese Council of Canada.



"We have a long-standing trusted relationship with our transatlantic partners and the 2022 edition of SIAL Paris is for sure ideally timed for an exchange on the policy and market developments on both sides of the Atlantic. We are looking forward to meeting with our friends in Paris," expressed EDA President **Giuseppe Ambrosi**.



EDA President Giuseppe Ambrosi (right) with CIAA Vice President Laura Lyden McGregor (left) and CIAA past president Daniel Schnyder (centre) in May 2022

EU School Milk Scheme Revision: Contributing to children's healthy eating habits

The European Commission is making progress in the revision of the EU School Scheme. In July, we as EDA contributed to the second phase of the European Commission's public consultation of the scheme ([here](#) you can find our position paper on the field).

Next to last April's technical interview with the European Parliament services on the revision of the scheme, last week we shared our arguments and concerns in an interview for a further European Commission's study on the EU School milk scheme.

We underlined that shaping children's healthy eating habits is the core objective of the scheme and that the review of the policy should be focused on reducing the administrative burdens inside the program which complicate and sometimes disincentivize the application to the scheme.

Within the European Parliament's Agri Committee, **MEP Marc Tarabella (S&D, BE)** is in the leading role for this highly important dossier together with **MEP Salvatore De Meo (EPP, Italy)** and **MEP Sarah Wiener (Greens, AT)**. A great team, since MEP Marc Tarabella has a huge experience in the school food scheme, as he was already in charge of the 2017 reform, MEP Sarah Wiener is a highly acknowledged chef who started back in 2007 a foundation 'For healthy children and for good food' (see [here](#), in German only), and MEP Salvatore De Meo (EPP, Italy) an outstanding expert in all agrifood and dairy topics.

Mandatory Origin Labelling: EU Commission ready to end the Single Market project for EU dairy

"Regarding origin labelling, as announced in the Farm to Fork Strategy, the EU Commission is currently working on a legislative proposal aiming to extend mandatory origin indication to certain food categories, including milk. The impact assessment conducted to support this proposal is expected to be submitted to the Regulatory Scrutiny Board in the coming weeks" – this is the EU Commission's technocratic wording in a letter to EDA of 3 August 2022 announcing the end of the Single Market project for EU dairy.

"Despite the more than clear wording of the 2016 legal opinion of the EU Commission Legal Service and the ruling of the European Court of Justice (C-485/18), the EU Commission continues to work on its project to end the Single Market for EU dairy. Now, they base this project on the Green Deal ambitions and the Farm to Fork strategy. It did not come as a surprise to us that the competent services within DG SANTE were not in a position in our July 2022 exchange to cite a single reference nor provide any scientific evidence to substantiate their assumption that mandatory national origin labelling for milk and dairy will help to achieve our common European Green Deal ambitions," claims EDA secretary general Alexander Anton.



Countdown has started for our 2022 EDA Annual Convention!



Milk and Dairy – Essential for your life is the theme of this year's EDA/ASSIFONTE Annual Convention, which will take place on Thursday 24th and Friday 25th of November in Hotel Riu Plaza de España (Madrid, Spain).

The 2022 Annual Convention will be a high-level platform to exchange on the importance of the dairy sector as a key contributor to economic resilience, affordable nutrition and environmental sustainability. The conference will first explore our European dairy systems and then dive into the international dairy context.

It will be the perfect opportunity to meet colleagues from the European and global dairy sector, to learn about the latest updates from the world of dairy and to discover Spain's vibrant capital through an enriching and complete programme.

We are grateful to our Spanish member FeNIL for the excellent set-up and organization!

[Register here](#) before 30 August for a reduced early bird fee!

2022 International Whey Conference: Blazing the whey



Co-organized by the American Dairy Products Institute (ADPI) and the European Whey Processors Association (EWPA), the much-awaited 10th International Whey Conference is around the corner.

From 11th to 14th September 2022, leading researchers and innovators from around the world will gather in Chicago to learn the latest cutting-edge developments of whey at the global level.

The President of EWPA **Luis Cubel** will share a first insight into our experts' perspective on the 2030 whey markets by presenting the 'EWPA Whey Protein 2030' paper. "My key takeaway from the work on this paper is – next to the economic outlook data that we gathered – that we all in the whey industry are based on a solid purpose basis: we deliver much more than added value and turnover. We are all convinced of the unique nutritional value that we bring to our customers on a daily basis. That is the real driver of our people and our industry," Luis Cubel highlighted.

Álvaro Ruiz from the EWPA team in Brussels will present our digital communication platform 'wheyforliving.com,' which aims at increasing the protein knowledge of consumers in Europe, raising awareness of the benefits and quality of whey protein, and ensuring that discussions about whey protein are science-based.

Registrations are open until September 11th at 6:00 PM (CDT), so find your 'whey' to Chicago and join the most outstanding event in the global whey industry!

More information at

www.internationalwheyconference.org

Nutri-Score: Oversimplistic and discriminating

In light of the recent developments regarding the European Commission's proposal to implement a harmonized front-of-pack nutrition labelling scheme, EDA has taken the initiative to organise a meeting with the competent services of the European Commission to elaborate on the inconsistencies of a colour-graded scheme.

Nutri-Score is an (over-)simplified, colour-graded nutritional information system supposed to help consumers make healthier food choices while basing its negative scoring on calories, saturated fats, sodium and sugar content. As brought forward by the French interbranch organization [CNIEL](#), this system does not take all the nutritional qualities of foods into account and disregards the nutritional value of dairy, especially cheeses. The scientific committee of the Nutri-Score recently proposed some adaptations, inter alia, for cheeses with limited salt content, taking high calcium content into more significant consideration. However, the impact of these changes remains insufficient, as even the cheeses considered would still score poorly and not reflect their true nutritional value nor their place in a healthy and balanced diet.



Your favourite dairy product?

"As a French expat in Australia, I start to appreciate a vintage clothbound cheddar, but – to be very frank – I do have a hard time to resist a creamy, buttery French cheese like Fromager d’Affinois!"

Charlotte Carpentier

Sales Development Manager - Asia Pacific
Fromagerie Guilloteau



EU Commissioner Janusz Wojciechowski with Charlotte Carpentier at the #EUAgriPromotion mission in Vietnam, July 2022.