

# eda Dairy Flash

#15 / 2021

4 October

Special Edition - EDA Annual Convention 2021



## Annual Convention

Sustainable Food Systems  
and European Dairy

uniting dairy excellence & ambition



EU Commissioner Janusz Wojciechowski (left) with our EDA President Giuseppe Ambrosi (right) in our EDA Board Meeting

Our **EDA Annual Convention** of last Friday 1 October gathered 90 dairy executives and experts in the conference room in Brussels and almost 100 'Zoom' participants all across the globe. "The conference showcased that we live our new EDA motto line: *"Uniting Dairy Excellence and Ambition"*, stated our newly elected **EDA President Giuseppe Ambrosi**.

"The huge and international interest in our conference is to be explained first of all by the outstanding speakers' line up, but also by the fact that we are today just between the United Nations Food Systems Summit a week ago and the World Food Day on 15th of October – a perfect time to dive into the future of sustainable EU dairy!".

We are grateful to EU Commissioner **Janusz Wojciechowski** and his team for the open and constructive discussion in our EDA Board meeting.

The dialogue with Commissioner **Janusz Wojciechowski** was very instrumental for a better understanding of our approaches and allowed not only for a high-level exchange, but also for more detailed insights.



"As a dairy cooperative, at [@DMK\\_Milch](#) we need a clear picture of the future dairy environment, as much as for our farmers, as much from an industrial perspective. I discussed with [@JWOJC](#) at [@EDA\\_dairy](#) Board our concerns here" Ingo Müller, CEO DMK Group. [#CAP](#) [#F2F](#) [#EUGreenDeal](#)



EDA Vice President Ingo Müller (left) with EU Commissioner Janusz Wojciechowski (right)



### “European ambitions for Livestock and Dairy”

Professor **Roel Jongeneel** from the Wageningen University (NL) set the scene of the conference by presenting the potential impacts of the EU Green Deal and its Farm to Fork strategy for the European livestock and dairy sector. He started off with a very clear status quo analysis of both today's strengths and today's problems of the European lactopshère.



*“In the light of the huge diversities of dairying, especially of dairy farm management systems across the EU, an incremental step by step approach on a region by region basis would be my ask to the decision makers”*

**Professor Roel Jongeneel,  
Wageningen University**

### Positive outlook for the EU Dairy sector by the Slovenian State Secretary for Agriculture

Mr **Aleš Irgolič**, the Slovenian State Secretary for Agriculture representing the current Slovenian EU Presidency highlighted the challenges of the EU Green Deal for the Slovenian and European agri-food sector.

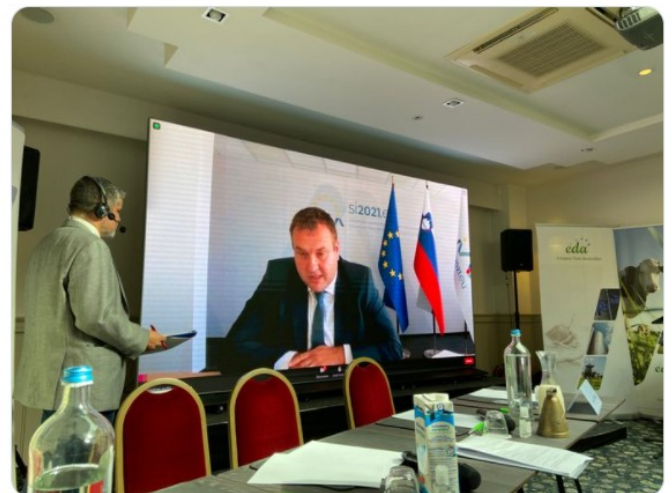
In his speech he underlined the vibrant energy of the Slovenian agricultural sector and the future support by the National Strategic Plans of the Common Agricultural Policy.



We are glad to welcome Mr Aleš Irgolič, Slovenian State Secretary for Agriculture. #EU2021SI 🇸🇯 🇪🇺

“The EU dairy sector will make the challenge of sustainable production a success story”.

#EDAAnnualConvention



Mr **Aleš Irgolič** concluded with a positive outlook for the EU dairy sector that delivers excellence of unrivalled nutritious qualities in an affordable way to citizens in Europe and beyond.



## The European Commission's approach

Mr **Lukáš Víšek** from the cabinet of First Executive Vice President **Frans Timmermans** mastered the challenging mission of confronting the dairy sector with the approach taken by the EU Commission.

He caught the audience by his analysis of the size of the environmental challenges we undoubtedly face today. He acknowledged the efforts done by the EU dairy sector so far, but also remarked "the need to accelerate and speed up the process – and that is the objective of the Green Deal."

The question of a potential loss of competitiveness, both within the EU Single Market and in the international trade arena, is taken very seriously by the EU Commission. "Today, the reality of the climate crisis is recognized by the whole international community, and we are in the process of joining forces with partners across the world that have similar strategies in mind."

*"Climate change is happening right now and it's happening in Europe, we simply cannot wait for taking the necessary measures"*

**Lukáš Víšek**



*From left to right: Lukáš Víšek (European Commission), Giuseppe Ambrosi (EDA President) and Hester Maij (FrieslandCampina)*

## FrieslandCampina: "Frontrunners" towards sustainability

"Back in 2010 we started to roll out our FrieslandCampina strategy to reduce greenhouse gas emissions and we are the frontrunners in handing out to our farmers a tool to monitor their farm biodiversity progress," stated Ms **Hester Maij**, Corporate Director Public & Regulatory Affairs at FrieslandCampina. As a cooperative operating in 38 countries, we have a clear strategy to play our role to achieve the UN Sustainable Development Goals.

But, as she highlighted, there is no 'one size fits all' approach, not even within the European Union. A customized approach is needed to define sustainable agri-food production, which is different for instance from organic farming, that has an at least partially other overall objective.

In the podium discussion the need for a scientific assessment of all legislative steps seemed to be a consensus position.



**Hester Maij (FrieslandCampina)**

"If there is scientific proof that mandatory national origin labelling will bring environmental benefits, we will for sure reconsider our EDA position. The set-up of any EU environmental labelling must take into consideration the Product Environmental Footprint (PEF) methodology that has been approved by the EU Commission and all Member States. When it comes to nutritional labelling, the unrivalled nutritious value of milk and dairy simply cannot be neglected", stated EDA secretary general Alexander Anton.

*"We have not only the ambition, but the strategies to reach our carbon net zero objectives by continuing to serve the European and global needs for safe, nutritious and affordable milk and dairy"*

**EDA President Giuseppe Ambrosi**



"We call on all decision makers to assure that we can operate on a sound economic basis, which is simply needed to finance the implementation of the sectors' and the companies' sustainability strategies," concluded EDA President **Giuseppe Ambrosi**.

Check out the International Dairy Magazine report on our EDA Annual Convention 2021!



Save the date!

**23 – 25 November 2022**

**EDA Annual Convention 2022**

Madrid, Spain



"Uniting Dairy Excellence & Ambition" – a huge thank you and děkuji mnohokrát to **MADETA (CZ)** for our cheese buffet!