

## EDA Transatlantic Day at SIAL Paris

EDA President **Giuseppe Ambrosi**, together with an EDA delegation and our colleagues from **Eucolait**, chaired on 17 October our EDA Transatlantic Day at SIAL Paris, the renowned food and trade fair with visitors from all over the world.

The SIAL meetings did not only offer us the opportunity to meet with a wide range of EU dairy companies, which are part of our EU dairy constituency, but also offered the perfect venue for our transatlantic discussions, giving us the chance to hold in-depth discussions between the EU dairy industry, the **Cheese Importers Association of America (CIAA)** and the **International Cheese Council of Canada (ICCC)**. The U.S. and Canada are the 1st and 10th export destinations for European cheese.



*The Presidium of the ICCC - Pat Pelliccione, Leeola Zanetti and Joe Dal Ferro - with EDA President Giuseppe Ambrosi.*

Our meeting with the Cheese Importers Association of America (CIAA) gave us a chance to discuss the outlook for dairy on both sides of the Atlantic, price developments and inflation, as well as the EU Green Deal and the upcoming start of the discussions on the next U.S. farm bill. Our session with the International Cheese Council of Canada (ICCC) was mainly focused on the EU-Canada Comprehensive Economic and Trade Agreement (CETA) and the allocation of cheese TRQs under this agreement. "The Canadian quota management simply does not allow to uncork the full potential of EU cheese excellence in Canada – it is our common objective to get this finally fixed. That's why we agreed to continue our joint strategy to make lawmakers on both sides better understand what's at stake and what has to be changed," concluded EDA President Giuseppe Ambrosi.



*EDA President Giuseppe Ambrosi and CIAA President Ralph Hoffman (Schuman Cheese, U.S.A.)*



## Revision of the EU Packaging and Packaging Waste Directive kicks off

The agenda of the weekly meeting of the college of Commissioners indicates that the EU Commission will approve on Wednesday 30 November the proposal for the revision of the EU Packaging and Packaging Waste Directive (PPWD). In this context, the so-called 'interservice consultation' within the EU Commission services ends tomorrow.

The overall aim of the EU Commission is to achieve a 100% recyclable and/or reusable packaging by 2030. So far, in its proposal, the competent services of DG ENVI have in principle recognized the unique specificities of milk and dairy. Nevertheless, this necessary and fully justified recognition is not translated throughout the full text of the legislative proposal. We have flagged up our serious concerns, especially when it comes to the so-called 'negative list' in annex II, part D with different EU Commission services.

"The unique specificities of milk and dairy have been recognized so far: EU Commissions' proposal does not impose mandatory deposit and return schemes for milk and dairy products for good reasons. We asked to keep this principle also valid when it comes to the proposed 'negative list' of packaging material. Or to be clearer: 70% of all consumption milk is delivered to the consumers across our Union in carton packages – once on a 'negative list', that would bring not only all recycling efforts, investments and innovations of this packaging sector to an abrupt stop," states EDA secretary general **Alexander Anton**.

“We are keen to design a well-balanced set of rules and I assure you we are heavily engaged in the scientific evidence.

We want a regulation that is efficient and balanced.

Wolfgang Trunk  
European Commission, DG ENVIRONMENT

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## German lactosphere summit in Berlin

**MIV President Peter Stahl** welcomed more than 200 executives from the German dairy industry in Berlin for the 2022 MIV *Jahrestagung* (Annual Meeting).

In her opening speech, German State Secretary Dr **Orphelia Nick**, a trained veterinarian, did not hide her sympathy for milk and dairy and praised the German quality dairy products.

Dr **Kerstin Wriedt**, the executive director of the [Initiative Milch 2.0](#), presented the highlights of this generic milk promotion platform founded in 2021. Dr **Olga Trofimtseva**, Special Envoy of the Ukrainian Foreign Ministry, gave an impressive presentation on the impact of the Russian war on Ukraine and on the European dairy sector.



Dr Olga Trofimtseva, Special Envoy of the Ukrainian Foreign Ministry.





## Politics meets nutrition science: roundtable on Front-of-Pack nutrition labelling

Given the upcoming EU Commission's proposal on an EU-harmonized Front-of-pack (FOP) nutrition labelling scheme, all political groups within the European Parliament invited to a conference under the heading 'Politics meets Nutrition Science - Roundtable on Front-of-Pack nutritional labelling' earlier this week with a record number of more than 25 MEPs from all political groups attending.

Opened by the EP Vice President **MEP Piana Picierno** (S&D, Italy) and the Deputy Minister of Agriculture of the Czech Republic as Council Presidency, Mr **Jindřich Fialka**, the roundtable welcomed high-level panellists composed of the most knowledgeable scientists in the field to emphasise the importance of a healthy and balanced diet. These discussions focused on the necessity for the future EU-harmonised FOP nutrition labelling scheme to provide truthful, non-misleading and understandable information to consumers to encourage healthy dietary habits based on sound scientific evidence.



Czech Republic's Deputy Minister of Agriculture Jindřich Fialka and Vice President of the European Parliament MEP Piana Picierno (S&D, IT)



DG SANTE's Director Roser Domenech Amado and Dr Stephan Peters from NZO, our Dutch EDA member.

As stated by Dr **Stephan Peters** (NZO panellist at the roundtable), "an independent assessment before the introduction of any FOP labelling scheme is needed. In conclusion, if we want to effectively reduce the epidemic of obesity and related NCDs in the EU, a FOP scheme is only part of the solution. This scheme needs to be based on sound scientific evidence and combined with appropriate consumer education on what foods scientifically constitute a healthy and balanced diet."

While **MEP Herbert Dorfmann** (EPP, Italy) raised questions about potential economic interests behind certain Nutri-Score proponents, **MEP Ulrike Müller** (Renew Europe, Germany) underlined: "We have to strengthen the everyday competence on nutrition and a balanced diet, a prohibitionist policy and traffic light like labels don't help here." Her colleague **MEP Martin Hlaváček** (Renew Europe, Czech Republic) asked for a balance between "truthful, not misleading and better understandable," indicating that today's policy focus seems to be put on "simple".

From the EU Commission, Director **Roser Domenech Amado** (DG SANTE, Directorate A) gave clear signs that the expected legislative proposal is not yet finalized and noted that the input from the discussion is a valuable contribution to the internal procedure within the EU Commission.

## DG AGRI Outlook Conference 2022: Preparations on the go

In last week's DG AGRI Outlook Workshop, with DG AGRI Head of Unit **Jean-Marc Trarieux** and EU agricultural outlook coordinator **Andrea Porcella Čapkovičová** in the lead, a number of stakeholders were invited to discuss the EU Commission's preliminary findings on their Agri Outlook with a 2032 horizon.

Despite the inevitable shortcomings within any economic outlook methodology, we are grateful for the opportunity to exchange with the EU Commission and congratulate their teams for the excellent work carried out.

The workshop was also the opportunity for DG AGRI to unveil more details about their upcoming flagship event, the DG AGRI Outlook Conference, scheduled for 8 and 9 of December in Brussels under the title 'a sustainable agri-food system forged in crisis.'

We are looking forward to it!

## EU Promotion Policy: EU Member States requested to vote against the 2023 Annual Work Programme

Tomorrow, Friday 27 October, EU member states are expected to vote the 2023 Annual Work Programme (AWP) of the EU Promotion Policy.

As for the 2022 AWP, the European Commission's proposal for the 2023 AWP includes discriminatory award criteria against iconic parts of our European culinary heritage such as red meat or alcohol. In a letter sent yesterday to the EU member states (see [here](#)), EDA together with 13 agri-food sector organisations called upon EU member states to vote against the 2023 AWP and to request a new version deleting the discriminatory criteria.

This kind of product category discrimination would send out a completely wrong message and undermine the continued efforts of the 'targeted' EU agri-food sectors, inter alia the livestock farming community, to remain the global frontrunners in terms of environmental, social and economic sustainability.

We therefore request EU Member states to support all EU agri-food sector in accordance with the message they delivered at the Agriculture and Fisheries Council of last 21st February 2022 and to vote against the 2023 AWP EU Commission's proposal. The EU Promotion Policy has always been a successful tool supporting the competitiveness of the whole EU agri-food excellence and we hope that it continues to do so for all sectors.





## Full house for our EDA 2022 Annual Convention in Madrid

Our EDA 2022 Annual Convention '**Milk & Dairy - Essential for your life!**' is around the corner! To take place in the emblematic Hotel Riu Plaza España (Madrid, Spain) on 24 and 25 of November, the registration for our much-awaited conference has reached its full capacity, what doesn't come as a surprise given the high-level panellists, the valuable networking opportunities for dairy professionals from Europe and beyond, and the key topics that will be addressed in the conference, with a focus on European and global dairy in 2030.

We will have the honour to welcome Spain's Minister of Agriculture **Luis Planas**, Danone CEO **Antoine de Saint-Affrique**, Rabobank's Global Dairy Strategist **Mary Ledman**, Capsa Food CEO **José Amando Tellado**, Arla Foods Europe CEO **Peter Giørtz-Carlsen**, Brazzale CEO & IDF President **Piercristiano Brazzale**, Head of Lactalis Southern Europe **Catherine Roux**, Femeleche CEO **Alfonso Ruiz**, Tetra Pak Executive Vice President **Charles Brand** and Agropecuaria Albacete Management Director **Gabriel Lodares**.

Even though we have reached full capacity and it is therefore no longer possible to register, everyone will be able to follow live the conference on Twitter via **@EDA\_Dairy** and **#Dairy30**. Be sure to tune in and interact with us!



**EDA 22**  
**Annual Convention**  
Nov 24-25 • Madrid, Spain

## EU School Scheme: The essential role of milk and dairy

In the framework of the current review of the EU School Scheme by the EU Commission in order to improve the programme and make it run more optimal, EDA has published an update of our factsheet on the EU School Scheme highlighting its potential improvements and the vital role of milk and dairy products in the diets of children and adolescents, contributing to a correct physical and cognitive development.

Aimed at promoting healthy diets among youngsters and supporting the distribution of milk, fruit, and vegetables to schools all across the EU, the ongoing review of the EU School Scheme is a great opportunity to uncork its full potential and ensure that younger generations acquire healthy nutritional habits in line with international and national recommendations.

You can see [here](#) our updated EDA factsheet on the EU School Scheme!



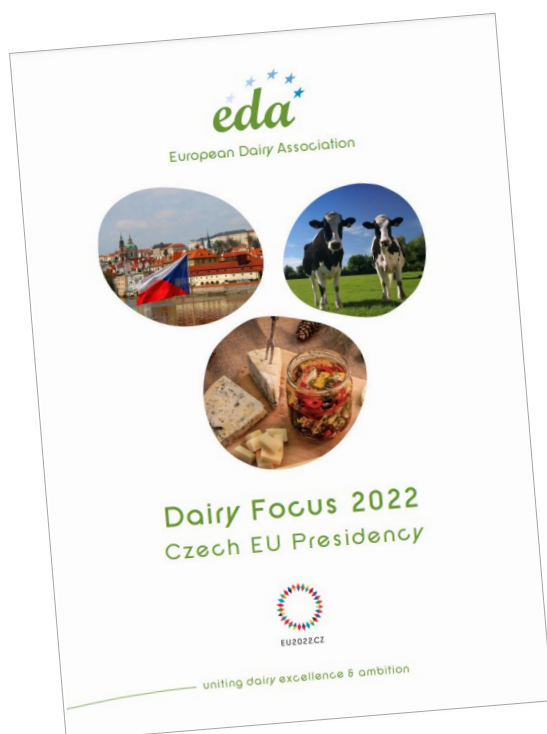
### EU School Scheme

Check out our updated fact sheet  
on the EU school scheme!

## Coming up: 'Harmonized Front of Pack labelling and its impact on sustainable food labelling'

Next 10th of November, the Czech Permanent Representation in Brussels will host an event in the framework of the EU regulation establishing harmonized rules for voluntary front-of-pack nutrition labelling, together with the EU Commission's Farm to Fork Strategy objective of introducing a harmonized mandatory approach and its implication on sustainable food labelling.

To be moderated by EDA Secretary General **Alexander Anton**, the event will have as speakers the Deputy Minister of Agriculture of the Czech Republic **Jindřich Fialka**, DG SANTE's Director **Roser Domenech Amado**, MEP **Véronique Trillet-Lenoir** (Renew Europe, France) and Copa Cogeca Secretary General **Pekka Pesonen**, amongst others.



## Your favourite dairy product?

*"My personal favourite is maybe the Stelvio/ Stilfser cheese from my home region, South Tyrol — a true masterpiece of European cheese making that was recognized as a GI in 2003"*

**MEP Herbert Dorfmann**  
EPP, Italy



*"Beside a glass of fresh milk, an aromatic blue Camembert is one of my absolute favourites on the cheese platter"*

**MEP Ulrike Müller**  
Renew Europe, Germany

