

One week to our 2022 Annual Convention!

Our [EDA 2022 Annual Convention](#) will start next Thursday 24 November, and we cannot be more excited! Under the theme 'Milk & Dairy - Essential for your life!', our much-awaited flagship event will turn Madrid into the dairy capital of Europe for two days. Our EDA President **Giuseppe Ambrosi** will welcome 150 dairy executives and experts from Europe and beyond in Hotel Riu Plaza España.

Our public conference on Friday 25 November will kick off with the opening speeches of Spain's Minister of Agriculture **Luis Planas**, EDA President **Giuseppe Ambrosi** and FeNIL President **Ignacio Elola**, followed by the intervention of **Antoine de Saint-Affrique**, CEO of Danone.

Moderated by Rabobank's Global Dairy Strategist **Mary Ledman**, the Session I will explore the roadmap to European dairy systems in 2030 with **José Armando Tellado** (CEO of Capsa Food), **Peter Giørtz -Carlsen** (EVP & Member of Executive Board of Arla Foods) and **Gabriel Lodares** (Agropecuaria Albacete Management Director).

The Session II will be moderated by **Piercristiano Brazzale** (CEO of Brazzale and President of the International Dairy Federation) and will focus on global dairy in 2030, counting with the interventions of **Catherine Roux** (General Manager of Lactalis Southern Europe), **Vicente Gómez Cobo** (President of FEMELECHE) and **Charles Brand** (EVP, Processing Solution & Equipment, Tetra Pak).

"Our 2022 Annual Convention will be the perfect opportunity to jointly explore the bright and sustainable future of our dairy sector"



Giuseppe Ambrosi
President of EDA

COP27: EU dairy plays a key role in the discussions

The world's largest climate conference, COP27, kicked off last week in Sharm el-Sheij (Egypt), gathering hundreds of government officials, representatives from a wide range of industries and stakeholders from around the globe to discuss ways to tackle the current climate emergency.

The dairy sector is playing a key role in the COP27 discussions, showcasing how the dairy industry is taking climate action, contributing to building sustainable and resilient food systems without compromising food security, food affordability and high-quality nutrition.



Sanne Dekker, Co-chair of our EDA Sustainability Working Group, speaking at COP27

Sanne Dekker, Co-chair of our EDA Sustainability Working Group and FrieslandCampina's Sustainability Research Specialist, contributed on Friday as a speaker in several panel discussions where attendees could learn more about the dairy sector's active role in sustainable production, from the Pathways to [Dairy Net Zero initiative](#) to the dairy development programme of FrieslandCampina and its contribution to tackling climate change in developing countries.



New Zealand Special Trade Envoy Mel Poulton on European tour

This week, H.E. Ambassador **Carl Reaich** invited a number of stakeholders to the New Zealand embassy in Brussels for an exchange with New Zealand Special Trade Envoy, Ms **Mel Poulton**.

"The outcome of the EU – New Zealand trade agreement does not live up to our expectations. Nevertheless, the deal is done, and now we have to focus on our future cooperation, especially in the livestock area, where we face very similar challenges in the EU and in New Zealand," stated Ms Mel Poulton.

Our EDA Secretary General Alexander Anton stressed the excellent EU – New Zealand cooperation at dairy level, especially with regards to our joint dairy PEF (Product Environmental Footprint) methodology, which was fully supported by our colleagues from Fonterra.



MP Albert Stegemann (CDU (EPP), Germany) with EDA secretary general Alexander Anton.

German Parliament's EPP agri-food leadership in Brussels

During the visit to Brussels this week of the European People Party (EPP) leadership of the German Bundestag Agri-Food Committee, EDA secretary general Alexander Anton had the opportunity to exchange with the Members of the German Parliament on the most relevant dossiers in the Brussels dairy agenda.

MP **Albert Stegemann**, the chair of the EPP (CDU/CSU) agri-food committee in the Bundestag, pointed out that "it is of critical importance to further strengthen the link between the work of the national parliaments and the EU agenda. Especially for the agri-food sector, the impact of EU initiatives on our national constituency cannot be overestimated."



New Zealand Special Trade Envoy Mel Poulton with EDA Secretary General Alexander Anton

Czech EU Presidency's Conference on Front-of-Pack Nutrition Labelling

Given the According to the Farm to Fork strategy, the proposal of the European Commission to revise the Food Information to Consumers regulation 1169/2011 will include a harmonized **Front-of-Pack nutrition label** and a mandatory origin national labelling for milk and dairy, a hot topic currently in the Brussels agenda (see our [EDA Dairy Flash #15](#)). The proposal, originally scheduled for the last quarter of 2022, seems to be delayed now because of the 'complexity' of the dossier.

In this framework, the Czech EU Presidency organized a conference on 10 November with a high-level panel moderated by EDA Secretary General Alexander Anton.

In his opening remarks, H.E. Minister **Jindřich Fialka** made a clear statement: "Today's EU law includes a harmonized system for nutrition labelling, that is not and cannot be criticized for dividing food into categories of 'healthy' and 'less healthy'. If we develop the nutrition labelling further, we must make sure that we keep an objective, science-based and non-discriminatory approach that is fully aligned with the EU Single Market principles."

MEP Véronique Trillet-Lenoir (Renew Europe, France) underlined the link between non communicable diseases and people's diet as spelled out in the Europe Beating Cancer Plan. The Acting Director for One Health at DG SANTE, Ms **Roser Domenech**, highlighted the intention of the European Commission to find a common solution that can be acceptable for all, noting that all nutrition labelling schemes used today have certain shortcomings.

The other high-level speakers, including **Pekka Pesonen** (Copa-Cogeca), **Dana Večeřová** (CEO of the Czech Republic's Food & Drink Federation), Professor **Marco Silano** (Italy's Institute of Health), **Nicholas Hodac** (Director General of the EU soft drinks association UNESDA) and **Drahomíra Mandíková** (Asahi Europe & International), found common ground in their speeches by underlining the ultimate complexity of a 'one size fits all' approach from their industry perspectives.

Dr **Lynnette Neufeld**, Director of the Food and Nutrition Division of the Food and Agriculture Organization (FAO) of the United Nations, shared her international perspective on the topic and emphasized that while diets are highly contextual, health is universal. She also flagged up that in a global framework, nutritional requirements and food safety are crucial elements of the adequacy of a diet.

The conference was followed by a reception where traditional products were displayed next to highly processed and 'mimicry' products. It goes without saying that no 'mimicry' product came anywhere close to excellence of the Czech cheeses provided by the **EDA Vice President Jan Teplý** (Madeta).



Full house in the Czech Permanent Representation for the Czech EU Presidency Conference on Front-of-Pack nutrition labelling with H.E. Minister Jindřich Fialka



EU-Mexico dairy trade: Promising future ahead

EDA welcomes the newly found energy in the European Commission towards finalising the EU-Mexico agreement. The trade-friendly Spanish EU Council presidency in the second half of 2023 looks like an excellent opportunity to reap the benefits of the long-awaited new EU-Mexico association agreement. Mexico's demand for milk and dairy continues to grow and therefore the country will remain dependable on imports.

In this sense, the European dairy sector is ideally suited to provide the Mexican market with our high quality and nutritional products. Click here for our updated [EDA Trade Focus on Mexico](#) in support of the agreement, that will also be highlighted in our EDA Annual Convention next week in Madrid, where we will be honoured to have the President of Femeleche (Mexico), Mr Vicente Gómez Cobo, in our speakers' panel.



Latest EFSCM Meeting: Ukraine, food affordability and food security remain as priorities

Last Monday 14th of November, a new meeting of the Expert Group on the European Food Security Crisis Preparedness and Response Mechanism (EFSCM) took place with the participation of EDA as an active member of the group, underlining the critical importance of a well-functioning EU Single Market not only in times of crisis.

In times when the inflation of agri-food products and the average European inflation is above 14% and 10% respectively, the meeting was convened to collect agri-food stakeholders' positions to dive deeper into the analysis of the main environmental, economic, and societal drivers concerning food security.

Among the key takeaways, the European Commission remarked that right now the most relevant issues in European and global agriculture are Ukraine, food affordability and food security. Additionally, some EU Member states intervened highlighting the need to bear in mind the consequences of this crisis in the long run.

The meeting counted on the attendance of members of the European Parliament such as **MEP Thomas Waitz** (Greens/EFA, Austria), **MEP Isabel Carvahais** (S&D, Portugal), **MEP Asger Christensen** (Renew Europe, Denmark) and **MEP Aidhe Alieva-Veli** (Renew Europe, Bulgaria).

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

On Friday 27 October, EU member states voted on the 2023 Annual Work Programme (AWP) of the EU Promotion Policy in the Committee of Common Organisation of Agricultural Markets. As we have been flagging up since very early, the proposal included discriminatory criteria against products such as red and processed meat or alcohol.

In a [joint letter](#) signed together with 13 agri-food sector organisations, EDA called upon the EU Member States to vote against the 2023 AWP and to request a new version deleting the discriminatory criteria. Although the qualified majority required to have a negative opinion was not obtained, considering the strong political disagreement expressed by member states (10 voted against, 14 abstained, 2 voted in favour, and one not present), DG AGRI seems to be considering now to propose a revised version of its draft 2023 AWP taking out the discriminatory criteria.

EDA welcomes this good news, as the EU Promotion Policy needs to be inclusive and supportive to all sectors of our European food industry.

Dairy Product Environment Footprint (PEF): on the right track for its renewal

The Dairy PEF (Product Environment Footprint) category rules represent the proactive approach of the European Dairy sector when it comes to environmental action. The PEF methodology assesses the environmental performance of dairy products along 17 indicators, hence across a broad range of environmental components.

Our Dairy PEF was approved by the European Commission and member states in 2018 and represents the harmonized approach for assessing the environmental performance of dairy products in Europe. As the validity of the current Dairy PEF rules is approaching its end, work is needed to partially renew its data sets and methodology in order to comply with the future EU legislative framework, and also to give the right direction to future sustainability policy dossiers in Europe.

EDA is currently working on the renewal of the rules, and we are gathering expertise and budget from volunteering members and associations to enable the revision of the current Dairy PEF and extend its validity.

Check here our [EDA factsheet](#) on the Dairy PEF!



Time to make healthy food more affordable!

Food price inflation in Belgium accelerated sharply to 12.92% year-on-year in October 2022 from 10.75% in the previous month. Dairy products are among the ones hit hardest with 16.3%, in a time where the full impact of increased input cost cannot even be fully passed on to consumers.

We have seen multiple government actions in order to support households in their energy needs, but it is time to also support people in one of their other most primary needs: healthy food. EDA would therefore like to echo and support the recent EPP proposal to make full use of the options that member states have to combat high prices by lowering VAT on food, including dairy products.

"Zero VAT should apply to fruit, vegetables, dairy and other basic, primary food products in the entire EU, should prices continue to rise in the winter," said **MEP Markus Ferber** (EPP, Germany), Spokesman in the Economic and Monetary Affairs Committee.

EDA meets with EU Commission's DG GROW

DG GROW, the European Commission's Directorate General for Internal Market, Industry, Entrepreneurship and SMEs, is carrying out work on food topics under its unit focused on food, retail, health and industrial ecosystems.

Since major legislative proposals from the European Commission will be published within the next weeks and months, we were happy to be able to meet with Mr **Giacomo Mattinò**, Head of Unit in DG GROW, and to share the ideas and concerns of the European lactosphere, a crucial part within the European industrial ecosystem, with him and his team.

European Dairy Academix: exchange with the next dairy generation

Over the last two weeks, we had the pleasure to welcome two groups of agro-economic students from Agrocampus Ouest (L'Institut Agro Rennes-Angers and L'Institut Agro Montpellier). It was an excellent opportunity for us to exchange with the next dairy generation and to share our lactospheric perspective with the students on EU trade and agriculture policies and on the latest food law developments.

We want to thank the highly engaged students and their professors for their initiative to include EU agri-food policies into their curriculum and for the fruitful discussions that we held. It was also great to see our former EDA internship student Clémence Leray continuing her brilliant academic career!



Students from Agrocampus Ouest in our EDA office last Monday 14 November

EDA's new organigram: Our dairy dream team is complete!

Welcome back from maternity leave to our new FEP Director, **Kinga Adamaszwili**! Kinga will lead our Food, Environment and Health Department, where she has been performing a brilliant job over the past 7 years. We are happy to have you back in the team, dear Kinga!

After 4 years of committed and outstanding work in the team on trade and a broad variety of agri-food market issues, we are thrilled - that **Laurens van Delft** has been appointed Director of our Trade & Economics department.

"Our EDA *squadra* in Brussels is delivering for European dairy. The competence and professionalism of the EDA team is recognized at all levels. Voicing the interests of our dairy sector in Brussels and beyond requires strong commitment and a teamwork approach, that I sense every time I talk to our team members. I am looking forward to meeting all of you next week in Madrid at our EDA Annual Convention 2022," congratulated EDA President Giuseppe Ambrosi.

Your favourite dairy product?

"I love cheese, in all its varieties and forms! It is delicious, versatile and naturally nutritious. You can find excellent cheeses in every European country, which is a great example of our cultural richness, traditions and heritage. My passion for cheese is one of many reasons why I love my job at EDA!"

Kinga Adamaszwili

Director of Food, Environment & Health, EDA

