

EDA President Giuseppe Ambrosi in *elEconomista*: “Our priority is to continue working on the sustainable progress of the European dairy sector”

In an interview published this week by the leading Spanish newspaper *elEconomista*, our EDA president **Giuseppe Ambrosi** talked about the challenges and opportunities of the European dairy sector, including our long-standing commitment to sustainable dairy production.

Giuseppe Ambrosi also highlighted the role of dairy in providing healthy nutrition with environmental responsibility and the priorities of EDA, the voice of the European lactosphere.

“Our priority is to continue working on the sustainable progress of the European dairy sector,” he stated.

You can read [here](#) the full interview (in Spanish).

GIUSEPPE AMBROSI

Presidente de la Asociación Láctea Europea (EDA, por sus siglas en inglés)



“Si se compra leche, todo es leche: en las bebidas vegetales hay hasta 21 ingredientes distintos”

La EDA (European Dairy Association) es la voz reconocida de la industria transformadora de productos lácteos de la UE. Su presidente analiza los principales retos a los que se enfrenta actualmente el sector, como asegurar una producción sostenible reduciendo las emisiones de CO2 tanto, por granja como por animal.

Por Juan Ignacio Álvarez. Fotos: eE

¿Qué supone el sector lácteo europeo en cifras?
Alrededor de 700.000 granjas lecheras en toda la UE producen 150 millones de toneladas de leche por año, que se transforma en alrededor de 12.000 plantas, donde trabajan cerca de 300.000 personas. El 50% de nuestra leche se transforma en cooperativas, y el 50% en lecherías privadas. Diez de las veinte principales empresas lácteas del

mundo tienen su sede en Europa. Sumado a ello, somos los guardianes de exquisitos tesoros culinarios: más de 300 productos lácteos en su mayoría quesos, están protegidos como Indicaciones Geográficas, de los cuales más de treinta son españoles.

¿Cuáles son los objetivos de la EDA?
Somos un think tank de expertos del sector lácteo que recopilamos, transmitimos, ana-

Danone announces ambitious plan to reduce its methane emissions

Danone, one of the world’s largest dairy companies, announced this week a global action plan to reduce 30% of absolute methane emissions from its fresh milk supply chain by 2030.

Danone takes this way a step further to fight global warming with a series of actions that will have immediate benefits for the climate. The company will play its role to reduce methane emissions by focusing on working with farmers to implement regenerative dairy practices, to collaborate and partner with peers, stakeholders and the [Environmental Defense Fund](#) in order to scale innovation, and to advocate and engage with governments to improve methane policies, among other initiatives.

As Danone CEO **Antoine de Saint-Affrique** pointed out in our 2022 EDA Annual Convention in Madrid, sustainability without commitment has no impact. With this move, Danone proves its strong commitment to build a sustainable future for food production, and the key role that milk and dairy will play in it. Because, as Antoine de Saint-Affrique also expressed in our conference, “milk is at the heart of what Danone does.”



Danone CEO Antoine de Saint-Affrique (left) with EDA President Giuseppe Ambrosi (right) in our 2022 EDA Annual Convention.



EDA 2023 Dairy Policy Conference: Farm to Fork Strategy - 2023, the year of delivery?

We are thrilled to announce that our **2023 EDA Dairy Policy Conference** will take place on **Wednesday 8th of March 2023 in Brussels!** Under the theme **'Farm to Fork Strategy – 2023, the year of delivery?'**, our conference will take stock of the state of play of some of the main initiatives announced in the Farm to Fork Strategy.

We will have the pleasure to count on a high-level panel of speakers including Dr **Judith Bryans** (CEO of DairyUK), Ms **Roser Domenech Amado** (Director at DG SANTE), Ms **Camille Perrin** (BEUC), Dr **Stephan Peters** (NZO, our Dutch EDA member), Professor **John Gilliland** (Queen's University Belfast), and more!

Stay tuned to our Dairy Flash and our social media channels for upcoming details – registrations will open soon!



Dairy Policy Conference 2023

Farm to Fork Strategy - 2023, the year of delivery?

Wednesday, 8 March 2023

22 – 28, Avenue d'Auderghem
1040 Brussels, Belgium

EDA meets the 'king of cheeses' in Roquefort, France

In the iconic cheese village of Roquefort (Aveyron, France), the Secretary General of the Roquefort sheep milk producers and cheese makers association, **Sébastien Vignette**, discussed this week with **Hugues Meaudre**, Head of the Lactalis division 'AOP & Terroirs', his team and EDA Secretary General **Alexander Anton** the vital importance of the EU Quality Policy for rural areas across the European Union, as well as the specific challenges of the 2023 European legislative agenda.

"I was deeply impressed by the daily dedication of the sheep farmers in the *Roquefortais* region and the passion for ultimate quality of the cheese makers there. The *Roquefort AOP* cheese, the first ever protected cheese, is a legendary part of European cultural tradition and culinary excellence. A cheese that has been shaping the social and economic landscape of a rural region for centuries. This is a showcase example of environmental, social and economic sustainability going hand in hand. With the '*Roquefort demain*' initiative, the whole sector is united to carry on the Roquefort legacy for generations to come," summarized Alexander Anton.



European Dairy Association @EDA_Dairy · Jan 16

The @EDA_Dairy team kicked off the New Year 2023 by tasting the 'king of cheeses'!



Many thanks to @hmeaudre and his #société and the @RoquefortAOP team for their dedication to European cheese excellence.

#RoquefortDemain #Aveyron @jbreyse



Dairy exchange with MP Anne Janssen

MP **Anne Janssen** (CDU (EPP), Germany), member of the German *Bundestag* from the 'land of milk', Lower Saxony (a region with a production of 7.2 billion kg of milk per year), met with EDA Secretary General Alexander Anton in Brussels last week to go through the dairy and agricultural topics on the 2023 Brussels' agenda.

"As a member of a national parliament, I have decided to spend a few days in Brussels to get a first-hand insight into the EU institutional processes and the Brussels' environment. My constituency in Northern Germany is characterized by agriculture and dairy, a field that is not really in the main focus of my Berlin agenda, but very close to my heart. In my meeting with EDA, I did get a quite comprehensive overview on what they call the 'European lactosphere' and a concise idea on the issues on top of the dairy agenda in 2023," stated MP **Anne Janssen**.



MP Anne Janssen (CDU (EPP), Germany) with EDA Secretary General Alexander Anton.

EU Parliament and Member States oppose plan to extend Industrial Emissions Directive to livestock farming

The EU Parliament and the member states are currently discussing the proposal for a revised Industrial Emissions Directive (IED). In April 2022, the EU Commission proposed to extend the scope of the legislation – which currently regulates pollutants emissions from industrial installations – to an increased number of livestock farms above a specific size.

This proposal has raised concerns not among the EU Parliament and the Member States' representatives, who are worried about the potential significant burdens for farmers and the unworkable thresholds for livestock.

The potential administrative burden and costs for farmers will lead to negative impacts on growth, on farm investment and farm succession, as highlighted in our [EDA input](#) to the public consultation.



EU Promotion Policy: Good news for 2023's Annual Work Programme!

Our work finally paid off! The final 2023 Annual Work Programme (AWP) of the EU Promotion Policy, with a planned budget of 185.9 million euros, has been adopted by the European Commission (see [here](#)) and thanks to all our efforts as part of a coalition of other 15 agri-food organizations in Brussels, we achieved really good results: first, the deletion of any discriminatory award criteria in the AWP; secondly, the deletion in the award criteria of the need to promote the shift to a more plant-based diet with less red and processed meat, and third, the better balance between the budget share dedicated to organic and to conventional farming. There is also an increase of the budget for GI promotion.

The European Commission is organizing an onsite and online Promotion Info Day on 1 and 2 February 2023. This event is organized for all potential beneficiaries eligible to submit proposals for promotion programs concerning agricultural products. Registrations are now open via the event website, where information is also available about the agenda and speakers. Registration is open until 25 January via [this link](#)!



Dutch dairy captains in Brussels

Next Monday 23rd of January will be marked by high level visits from the Dutch dairy sector.

Albert de Groot, CEO of Vreugdenhil Dairy Foods and vice-president of EDA as well as of our Dutch EDA member NZO, will visit Brussels and meet with a variety of stakeholders.

In the evening, **MEP Annie Schreijer-Pierik** (EPP, the Netherlands) will host a get-together with the Dutch agricultural community in Brussels at which **Hein Schumacher** (CEO of Royal FrieslandCampina and NZO President) will be a keynote speaker in a debate on the future of Dutch dairy.

"The Dutch dairy sector is an integral part of our European dairy success. Having key representatives of this innovative sector in Brussels shows their commitment to a thriving future for Dutch and European dairy," EDA Secretary General Alexander Anton pointed out.

In the spotlight: DG AGRI's treasure trove

Data is key in today's complex decision-making processes. This counts for policy makers as well as on a company level. **DG AGRI's agri-food data** portal is one of those treasure troves that provides free data to all stakeholders involved. The portal provides not only extensive data on national and European agri-food markets, but also on financing, CAP indicators, farm economics and since recently datasets that cover alert system, monitoring also qualitative assessment of food supply and food security. The specialized data portal on milk and dairy products provides dashboards and reports that cover prices, production and trade figures as well as DG AGRI's short-term outlook.

Click [here](#) for dedicated apps for prices of milk and dairy products, and a weekly sectoral PDF file.

Questionnaire on the Milk Market Observatory (MMO)

The European Commission launched a questionnaire in order to examine the functioning of the Market Observatories managed by the competent services of DG AGRI. EDA, as the acknowledged voice of the European milk processing industry in Brussels, is a member of the Milk Market Observatory expert group. This European Commission's expert group brings together organizations with the uppermost expert market knowledge in the milk sector, while representing the main stages in the milk supply chain, from producers to processors, retailers and traders.

Monika Wohlfarth, the chair of our EDA's MMO task force, is our main representative during these meetings, where she not only contributes to the overall discussion but also presents the EU dairy stock levels. The MMO meetings are a unique opportunity to exchange and share insights on a "full chain" level. EDA's main recommendation is switching back to physical meetings at the DG AGRI premises, as we consider them of even greater value than the current online version.

Click [here](#) to access the Market Observatory Survey, whose deadline is 31st of January.

EDA takes part in the EU Platform on Animal Welfare

The Food and Agriculture Organization (FAO) of the United Nations has appointed the chair of our EDA Animal Health & Welfare Task Force, **Peter Stamp Enemark** (Arla Foods), as representative for the EU Platform on Animal Welfare, an initiative with the intention of assessing the international dimensions of animal welfare.

Congrats, Peter! We are looking forward to seeing the fruitful and constructive discussions to come with this new group!

Food taxes: Spain leads the way in alleviating prices for healthy food like milk and dairy

Spanish Prime Minister Pedro Sánchez has announced new measures to alleviate the cost of living of Spain's citizens, including axing the value-added tax on a number of healthy food stuffs. For six months, Spain will reduce VAT on all basic foods, like milk and cheese, from 4% to 0%.

The idea of applying zero VAT on healthy food products, like milk and dairy products, was last year launched by the EPP group in the European Parliament and embraced by EDA (see [EDA Dairy Flash #16, 2022](#)).

EDA welcomes the step taken by Spain and the fact that the discussion on lowering VAT on healthy food products is also taking place between parties that form the German coalition government. It's time to make choosing healthy food not only the right decision but also the more affordable one.

SAVE THE DATE

**ANIMAL WELFARE :
KEY OBJECTIVE OF SUSTAINABILITY
FOR THE DAIRY SECTOR**

ON 31ST JANUARY 2023 - 6:00 PM
(FOLLOWED BY A COCKTAIL)

EUROPEAN PARLIAMENT
BRUSSELS

CONFERENCE
sponsored by Jérémy Decerle, MEP
(Renew), farmer
organised by CNIEL, the French dairy
sector

Contact Public Affairs :
Pierre Cormier
pcormier@cniel.com

Unfair Trading Practices (UTPs): effectiveness survey open

Unfair Trading Practices (UTPs) in Business-to-Business (B2B) relationships deviate from good commercial conduct and are contrary to good faith and fair dealing. The food supply chain is vulnerable to UTPs due to stark imbalances between especially the highly concentrated retail sector and its rather fragmented suppliers, that do not have sufficient bargaining power.

To fight against UTPs, the EU adopted the Directive [633/2019](#) to improve farmers' and small and medium-sized businesses' position in the food supply chain. The EU Member States were required to transpose the Directive into their national legal framework by the 1st of May 2021 and apply it six months later.

To assess the effectiveness of measures taken by Member States in the context of this Directive, the Joint Research Centre (JRC) and DG AGRI are conducting a specific annual survey.

The current survey, open till the 15th of March 2023 (see the link [here](#)), is carried out across all Member States and it targets suppliers covered by the Directive at the different stages of the agricultural and food supply chain. We encourage all of you to take part in the survey to build a fairer and more resilient European food supply chain.

7 things you need to know about protein, with Professor Leigh Breen

You may know that protein is essential for building and maintaining the muscle and bones of your body. But have you ever wondered how much protein you need on a daily basis, or when is the best time to consume it?

Leigh Breen, Professor at the University of Birmingham and expert in muscle metabolism, answers some of the most common questions he gets about protein in a video interview on [WheyForLiving.com](#). You can watch it [here!](#)



Your favourite dairy product?

"My favourite dairy product is Roquefort. Its strong character is even more enjoyable when eaten with butter, a baguette, and accompanied by a glass of red wine."



Pierre Bascou
Director, DG AGRI,
European Commission