

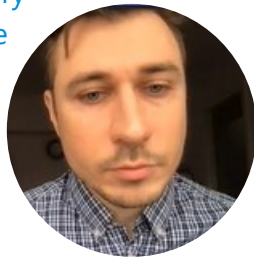
Connect to the world of dairy

EWPA General Assembly: "Ukrainian dairy saved by Europe"

Last week, the General Assembly of the European Whey Processors Association (EWPA) took place in Amsterdam. EWPA President **Luis Cubel** (Arla Foods) had the pleasure to welcome **Maks Fasteyev**, Project Partner of Infagro Ukraine, who joined us online to give an overview of the current situation of Ukraine's dairy sector.

Meanwhile, EWPA President Luis Cubel underlined the full support of the European lactosphere to Ukraine and the Ukrainian dairy sector.

"EU policies, especially the 'green lanes' and the 'zero quota, zero tariff' policy, have saved our Ukrainian dairy sector. The exports to Europe amount now to almost 45% of our overall exports."



Maks Fasteyev

Project Partner, Infagro

High-tech "cheese wizard": processed cheese meeting at St Paul

Last week, the ASSIFONTE Board members visited the St Paul processing site in St Jansteen, the Netherlands, and witnessed the impressive concentrate of on-site cheese technology for the B2B cheese business.

"'Smart cheese solution' is the official motto line of St Paul, but some call us the 'cheese wizards' – whatever cheese type, whatever functionality, for whatever final product, we have the experience, the technology and the passion to deliver the perfect cheese for the food industry," stated **Dieter Kuijl**, the owner and CEO of St Paul and President of ASSIFONTE.



Dieter Kuijl, owner & CEO of St Paul,
ASSIFONTE President



EU School Scheme Report adopted

EDA is attentively following the Revision process of the EU School Milk Scheme, and we are reliable partners when it comes to adding value to substantial discussions about the current state of play of the program and its way forward. Yesterday, EDA was present in the European Parliament's COMAGRI session, where the own-initiative report drafted by **MEP Carmen Avram** (S&D, Romania) was adopted. Concerning our work on the dossier, we reached out this week to MEPs ahead of the vote in COMAGRI, asking for their support on relevant points such as increasing the program's budget, reducing bureaucracy and simplifying procurement procedures, increasing the educational measures part of the scheme, and not opening the door to including plant-based products in the scheme. Besides, we followed up on the adoption of the report with a joint statement with Copa & Cogeca, highlighting our position after the approval of the report (see [here](#)).

EDA considers the adopted report balanced for us at the moment, although some details need to be shaped and clarified. We will continue working in the upcoming weeks to improve these few points to boost the full potential of the scheme before its vote in the Plenary. Regarding the timeline, the adopted Report by COMAGRI will be voted on Plenary Session in the upcoming months.



European Parliament's COMAGRI session, 22 March 2023

ERIF webinar on Food security: "We need to focus on resilience"

ERIF, the European Regulation & Innovation Forum, invited a high-level panel of speakers including Professor **Tim G. Benton** (Research Director, Emerging Risks), **Michael Scannell** (Deputy-Director General, DG AGRI, European Commission), **Koen Deconinck** (Economist, Trade and Agriculture Directorate, OECD) and **Ole Schou** (Agronomist at VKST, and farmer).



Michael Scannell (DG AGRI)

As a key takeaway, the moderator, Mr **Paul Leonard** (BASF) reminded the audience that food security is a growing emergency worldwide, especially in the current context, with food systems facing a daunting triple challenge: food security, economic and environmental sustainability. The speakers all stressed the importance of focusing our efforts on resilience within a sustainability dimension, and also discussed how to encourage investment in innovation and how to ensure access to the best available technologies.



Paul Leonard (BASF)

Progress on the revision of EU food labelling rules

In the context of the ongoing revision of the Food Information to Consumers Regulation (FIC), the EU Commission came up with a **proposal on date marking rules**.

The currently discussed draft delegated act proposes introduction of additional statement 'often good after' following the 'best before' date. The EU Commission motivates this change by reduction of food waste. Even though EDA welcomes the effort of the EU Commission, we note that such a statement might confuse consumers. 'Often good after' raises also questions on the potential liability in case of food safety issues. From a practical point of view on multilingual labels there might not be extra space to accommodate the additional sentence – as in many EU languages it is quite long. Based on these concerns, EDA is joining the other industry sectors and some Member States to call for a voluntary use of such a statement and not mandatory as it is currently proposed.

The EU Commission has still not published its proposals on **front of pack nutrition labelling** (and nutrient profiles) nor **origin labelling** due to very divided views of Member States and stakeholders. It is therefore not expected that the proposals will be adopted in the current legislative mandate of the EU Commission and the EU Parliament.

In anticipation of the EU Commission proposals, EDA has recently published two new position papers:

EDA Position Paper on Front of Pack Nutrition Labelling – calling for an EU scheme to follow these key principles: first, its application should be voluntary and harmonised across the EU; secondly, the scheme should be in line with food-based dietary guidelines and consider essential nutrients (e.g. calcium) and basic food groups (such as milk and dairy products); it should also provide improved and correct information to consumers about the overall nutrient composition

of foods in a sub-category-specific manner, considering the frequency and quantity required to achieve a balanced diet; finally, the criteria should be based on sound scientific evidence and be regularly monitored to ensure correct implementation and evaluation of the actual impact on consumer health.

EDA Position Paper against Mandatory Origin Labelling: while supporting an EU harmonised voluntary origin labelling scheme as highlighted in the EDA guidelines on voluntary origin labelling for milk and dairy products, EDA opposes any form of national or European additional mandatory measures on origin labelling for milk and/or dairy products, for the following reasons: first, mandatory origin labelling contradicts the basic principles of the EU Single Market and free movement of goods, while there is also the need for well-functioning supply chains. In addition, consumers misinterpret origin information as confirmed by the EU Commission JRC report, and on top of it, mandatory origin labelling is not environmentally friendly and has a negative economic impact.

We are looking forward to the next steps on the revision of the EU labelling rules.



Green Claims: European Commission proposes rules for validating environmental claims

This week, the European Commission published its long-awaited proposal for a Directive on green claims. Based on the proposed text, EU countries will have to ensure that specific rules are applied by operators for validating voluntary claims on the environmental performance of products. Although we are in favour of regulating how voluntary environmental claims have to be substantiated in Europe, we regret to see that the [Product Environmental Footprint \(PEF\)](#) method is not incentivized as the main substantiation method. We believe that the green claims initiative should foster harmonization across the markets in the EU and the PEF methodology would be the best tool to ensure harmonization of rules and to allow a holistic approach when measuring the environmental footprint of products, with a scientific sound base.

Moreover, if a variety of methodologies would be lawfully available to operators to validate their environmental claims, as the proposal seems to allow, this would strongly undermine the objective of halting confusing and misleading green claims in sectors that have committed to developing a PEFCR (PEF Category Rules) and ultimately can lead to a less sustainable economy.

Such concerns have been highlighted in a [joint industry letter](#) to the European Commission, co-signed by EDA together with other sectorial associations to reaffirm the support to the PEF methodology.

See also our latest [EDA position statement on green claims](#).

Certification of carbon removals: EDA input to the public consultation

EDA submitted this week its input to the EU Commission public consultation on EU rules for the certification of carbon removals.

In our feedback to the Commission's proposal we highlight our support to establish common EU standards for carbon removals and we underline that the carbon farming business model could be beneficial to speed up carbon removals in agriculture. We back the development of a certification of carbon removals that supports voluntary market solutions in which the sector of origin of the carbon credits (such as the agri-food sector) is clearly recognized, to acknowledge the efforts of food operators in contributing to the climate objectives.

Carbon sinks such as dairy pasturelands are, in fact, crucial in the transition towards a carbon neutral EU by 2050, and such contribution should be recognized.

We also ask that food safety, security and quality are not compromised when implementing such systems and that the economic viability of farming activities is not negatively impacted. It is important to make sure that such a scheme represents a long-term positive business model for both farming and processing activities.

See more details in our [EDA feedback](#) to the consultation



Trade Barriers in the Single Market - Mandatory Origin Labelling of Milk

Next 29th of March, our German EDA member MIV, together with the State Representation of Saxony-Anhalt in Brussels, will host a high-level conference on the mandatory origin labelling of milk, discussing the implications of such regulation.

More details and registrations [here!](#)



Our EDA Annual Report 2022/23 is out!
Read it here:



Save the date: European Dairy Sector - Opportunities and Challenges

Next 30th of March, the Permanent Representation of Poland to the EU will host the conference 'European Dairy Sector: Opportunities and Challenges' in order to exchange views on the European dairy sector's pathways towards its future development, with the participation of EU Commissioner or Agriculture **Janusz Wojciechowski**.

More information and registrations [here!](#)

Ministry of Agriculture and Rural Development Conference
European Dairy Sector: Opportunities and Challenges
30 March 2023, 15⁰⁰–17⁰⁰
Permanent Representation of Poland to the European Union
Av. de Cortenbergh 16, Brussels
Polish Dairy Specialties will be provided
RSVP by 29 March 2023

Thank you, Yvan!

After 22 years of dedicated service to U.S. agriculture and to the U.S.– EU agri-food relationship, we wish our friend **Yvan Polet** (Agricultural Specialist, U.S. Mission to the EU) all the best for both his retirement and his new 'job' on his own farm!

Your favourite dairy product?

"My favourite dairy products are blue cheeses, especially a smooth gorgonzola."

Yvan Polet

Agricultural Specialist
U.S. Mission to the EU

