

Connect to the world of dairy

## Regional dairies: a vibrant strength of the European lactosphere

Alsacelait President **Michel Debes** and the Vice-President **Philippe Bernhard** welcomed **MEP Anne Sander** (EPP, France) at last Friday's General Assembly of Alsacelait dairy cooperative in Alsace, France.

In her speech, MEP Anne Sander gave a concise overview on the political agenda within the COMAGRI of the European Parliament, highlighting that "animal agriculture is part of our treasures in Europe," and that "Alsacelait is a dairy that mirrors the dynamism of our region far beyond our borders."



MEP Anne Sander (EPP, France) during her speech

Alsacelait CEO **Hervé Massot** stated: "As a regional cooperative dairy, we have to build our strategy with a clear focus on our regional customer and farmer-owner base. We realize that this regional focus also induces a dynamic of Alsacelait, that leads to a 25% share of our production that is enjoyed outside of France. Our latest launch of a full scale yogurt portfolio will help to live our ambitious but realistic plans for growth and performance in the future".



Alsacelait CEO Hervé Massot (right) with EDA Secretary General Alexander Anton

## American Dairy Products Institute: "Where will the milk come from in 2030?"

The Chair of the Board of Directors of the American Dairy Products Institute (ADPI) **Mindy Berrey** (Land O'Lakes) and ADPI President and CEO **Blake Anderson** welcomed EWPA President **Luis Cubel** (Arla Foods Ingredients) and close to 1,000 dairy experts and executives at the ADPI Annual Conference in Chicago last Monday.



ADPI's Mindy Berrey (Land O'Lakes) with EDA Secretary General Alexander Anton

Next to the short market outlook discussions, **Mary Ledman** (Rabobank) analysed the 2030 perspectives for dairy and dairy ingredients. According to one of Rabobank scenarios, EU milk production volume will be in a structural downward trend. "The political agenda of the EU seems to curb down milk production in Europe, and the question at global level is: where will the milk that we need come from in 2030?".



Mary Ledman (Rabobank) during her speech

## Dairy Strategies 2023: upcoming changes of the EU labelling rules

Last week, **Kinga Adamaszwili**, our EDA Director of Food Policy, Nutrition and Regulatory Affairs, had the pleasure to address participants of the 'Dairy Innovation Strategies Conference 2023' in Copenhagen (Denmark).

Kinga gave a complete overview of the upcoming changes of the EU labelling rules affecting the dairy sector, including front-of-pack nutrition labelling, origin labelling, date marking, animal welfare labelling, green claims and sustainable labelling.

**ARENA**  
#Dairy23

**Dairy Innovation Strategies 2023**  
Scandic Copenhagen, 19th - 20th April

Live virtual presentation: Navigating regulations and market compliance in the dairy industry

- Exploring the best methods to navigate and market compliance in the dairy industry when it comes to labelling, nutrition and sustainability
- Understanding how to navigate regulations and how to still deliver a high-quality product that meets market standards and consumer expectations

**Kinga Adamaszwili**  
Director – Food Policy, Nutrition and Regulatory Affairs European Dairy Association (EDA) / European Whey Processors Association (EWPA), Euromilk

## New EDA factsheet on emissions and nutrient cycles in dairy

We are happy to publish our new EDA factsheet on how nutrients and emissions released in the dairy chain are part of a cycle.

The dairy sector by nature is a part of many circular production systems, and resources such as land, water, air, feed, fertilizer and energy are used in a resource efficient manner to produce circular products such as milk.

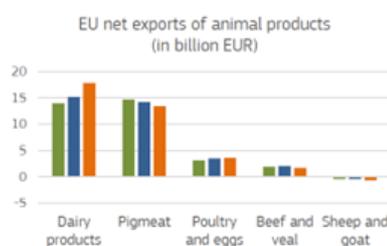
Check out [our new factsheet](#) for more details.



## 2022: Dairy trade bonanza

DG AGRI's latest available consolidated trade data shows that 2022 was a good year for our EU agri-food exports. In 2022, EU agri-food exports reached a total export value of 229.8 billion euro (+31.7 billion euro compared to 2021, +16%).

Dairy strengthened its number one position in the animal products segment, supported by high prices on the global market. In 2022 EU dairy exports were valued at 20.4 billion euro, with cheese, curd, and whey as the main contributors.



## EU Revision of Marketing Standards: adequate update of dairy standards

Last week, the EU Commission published the legislative proposals to revise EU marketing standards for several agri-food products composing the "European Breakfast Directives." EDA has been working since 2021 on this revision and has actively contributed to the process. Regarding the impact of the reform on dairy, as we expected, the revision of dairy marketing standards responds to evolving consumer needs and aligns European terms with international standards. Therefore, EDA welcomes the initiative and the update of the European legislation and trusts that the co-legislators and the EU Commission will agree on the revision soon and smoothly.

## Global Dairy Trade Europe takes shape

End of last year's appointment of **Shaun McCauley** as Managing Director of Global Dairy Trade (GDT) Europe has opened up a new chapter in dairy price discovery in Europe. The decision to add EEX as a shareholder alongside NZX and Fonterra and open a Berlin office shows a clear commitment to the European dairy sector and should better support on GDT Events for intra-European trade. The auction platform plans to tailor the base auction terms in Europe, ex works instead of free alongside ship, and to publish prices and auctions in euros. McCauley has visited key players in the European dairy sector, including our EDA board, in the first months of 2023 and we will closely follow the roll-out of GDT Europe.



*Shaun McCauley (GDT Europe) and EDA President Giuseppe Ambrosi at our EDA Board meeting in March 2023*

## FrieslandCampina successfully implements feed additive project to reduce methane emissions

FrieslandCampina, DSM, and feed supplier Agrifirm have announced the successful incorporation of the feed additive Bovaer® into the farming activities of more than 150 dairy farms in the Netherlands. The pilot project started in 2022 and it involved 20.000 cows, representing the world's first large-scale on-farm use of the methane-reducing feed additive for

cattle. It is estimated that the feed additive was successful in achieving an average reduction of 28% less enteric methane emissions in the farms implementing it, without negatively impacting animal health, milk production or milk composition.

## Welcome back to Europe, H.E. Ambassador David Taylor!

New Zealand Minister of Foreign affairs, Ms **Nanaia Mahuta** has appointed former New Zealand Ambassador to the European Union, Mr **David Taylor** as New Zealand's next ambassador to Sweden.

**Dear David**, your wealth of international experience, your unrivalled diplomatic skills and your open and welcoming personality make you an ideal ambassador for New Zealand – and we appreciated your always constructive approach in the very tough discussions on the New Zealand-EU Free Trade Agreement, not least at our 2018 Dublin EDA Convention.

Välkommen till Europa, Nau mai hoki mai ki Uropi, Welcome back in Europe! Enjoy your stay in the country of 'Sörmlands Ädel' – the latest Swedish cheese to receive the honour of a GI registration under the EU Quality Policy.

## Your favourite dairy product?

"Since I arrived in Brussels in May 2015, I have become a huge fan of yoghurt"



### H.E. David Taylor

New Zealand Ambassador to the European Union

## Emmental: EU institutions in support of EU Emmental production

While 'Allgäuer Emmentaler', 'Emmental français Est-Central' and 'Emmental de Savoie' are protected names under the EU Quality Policy (Regulation (EU) No 1151/2012 – under revision), the cheese name 'Emmental' as such is perceived across the world as a generic cheese name, also categorized in the 1951 International Convention on the Use of Appellations of Origin and Denominations of Cheeses (Stresa Convention) as a 'cheese category' in its annex B.

Despite the fact that the Stresa Convention has been ratified by Switzerland, the Consortium 'Emmental Switzerland' tries a bit all over the world to register 'Emmental' as a trade mark – as they did at the European Intellectual Property Organization (EUIPO) back in December 2017.

As EDA, we opposed this Swiss request – with the precious support of our French and German members ATLA & MIV. EUIPO followed our arguments, and the EU Commission has clearly stated its support for this EUIPO approach to refuse the requested trade mark 'Emmental'.

On 24 May 2023, the European Court of Justice will now decide on the legality of the EU trade mark 'Emmental' for the Swiss Emmental Consortium.

without the need to invest public funds, strengthening the role of producer organizations, the protection of PDOs and PGIs, and transparency towards consumers." The European dairy industry, guardian of a unique culinary heritage and a cultural treasure, welcomes the adoption of the report and congratulates MEP de Castro for his work.



## Save the date - International Whey Conference 2024: The Whey Forward

EWPA and ADPI are pleased to announce that the **11th International Whey Conference - The Whey Forward** will take place in the exciting and historic city of Dublin, Ireland on 15-18 September 2024.

The conference is set to fuel the energy and enthusiasm of the whey sector around the globe and will provide a unique forum to bring everyone involved in whey processing together for an interactive dialogue – a high level platform to get the latest insights into all business relevant aspects of whey production, processing and applications.

More information on the [conference's website!](#)

## GIs Reform: COMAGRI adopts its position unanimously

The European Parliament's COMAGRI adopted last week its position to amend the legislative proposal on Geographical Indications (GIs) for agricultural products of the European Commission. The report drafted by **MEP Paolo de Castro** (S&D, Italy) was adopted unanimously. In the words of MEP de Castro: "The Parliament continues to develop a system that is unique in the world, capable of generating value



## Time to be united to support Ukraine and the Single Market

EDA has conveyed its discontent over the fact that several Member States have, unilaterally, implemented trade restricting measures on the import of Ukrainian agri-food products, including dairy products, to the European Commission.

As EDA, we have clearly stated our support for the continuation of the European Commission's zero quota, zero tariff approach when it comes to Ukrainian dairy exports to the EU. These exceptional times ask for unity rather than solo flying Member States putting the internal market at risk. Today we cannot see a market impact that would justify any restrictions on the import of Ukrainian dairy imports, and we therefore called upon the European Commission to defend the integrity of the Single Market and to uphold the special suspension for all tariffs and quotas.

Our special EU-Ukrainian dairy relationship was recently underlined with the attendance of the CEO of the Ukrainian Dairy Federation at our latest EDA Dairy Policy Conference in March 2023.

## Your favourite dairy product?

"My favourite dairy product is the milk in my coffee"

**MEP Anne Sander**

EPP, France



## Hasta pronto, Álvaro!

After 2 years leading the communication activities of EDA and EWPA, including the management of WheyForLiving.com, our Communication Officer Álvaro Ruiz is about to embark on a new professional adventure in Brussels.

We want to thank Álvaro for his commitment, his professionalism and his enthusiasm during this time, and we wish him the best in the next chapter of his career!

## Your favourite dairy product?

"Besides the countless memories and valuable experiences, working at EDA has greatly expanded my knowledge of dairy treasures from across Europe. However, without a doubt, Parmigiano Reggiano is definitely my go-to cheese. I simply love it!"



**Álvaro Ruiz**

EDA/EWPA Communication Officer

