



# Dairy Focus 01/2022

## French EU Presidency



## « Relance, Puissance, Appartenance »

In January 2022, France is taking over the rotating Presidency of the Council of the European Union.

«*Relance, Puissance, Appartenance*» (“*Recovery, power, belonging*” in English) is the selected motto to represent the French EU presidency, which will drive the EU’s agenda for the first half of the year. In a period that coincides with the country’s presidential elections on 10 and 24 April 2022, France assumes the challenge of leading the way towards the recovery of our Union throughout the pandemic, the pursuit of gaining greater power in the global context and the task of uniting Europeans under a shared feeling of belonging.

We are confident that France will deliver on its priorities during its EU presidency — we cannot expect less from the second biggest dairy producer in the European Union.

The chosen logo of the French Presidency features an arrow “that carries the message of our ambition” as French President Emmanuel Macron explained.

And yes, there are good reasons for us to claim that the European dairy sector is instrumental to materialize the ambitions of the EU French presidency.

First, because fostering a powerful and fully sovereign Europe in the global arena is among the priorities of the French presidency, and as an economic pillar of the European Union and a thriving industry within the EU agri-food business, the European dairy sector is a key player to walk the talk towards EU sovereignty – and this beyond food sovereignty!



Giuseppe Ambrosi, President of the European Dairy Association, with the President of Italy, Sergio Mattarella and the French Prime Minister Jean Castex (July 2021).



With a total milk production of around 155 million tonnes per year and a milk self-sufficiency of 120%, our sector does not only satisfy European consumers' needs for delicious and highly nutritious milk and dairy products, but also benefits our trade balance by making the EU the largest dairy trade supplier in the world, acting as the best ambassador of Europe's culinary landmarks.

Secondly, because the fight against unemployment is an increasing concern both at the national and EU level, marked among the French EU presidency priorities too and a challenge that must be effectively tackled. Here, the dairy sector also delivers: only in France, dairy provides 298,000 jobs, with around 150,000 coming from dairy farms and 56,500 from dairy processing. At the EU level, we count around 650,000 dairy farms and more than 300,000 jobs that are directly linked to the dairy processing industry.

Let's also not forget about the current climate emergency. Europe must lead the way on sustainable production coming from all sectors, and environmental ambitions must be integrated into the French Presidency's agenda. Once again, the dairy industry plays an important role here: we have been for long working hard to meet sustainability demands by lowering our environmental and climate impact without risking the safety and quality of our products, and will continue to do so. Environmental, economic and social sustainability constitute more than a reference in our daily work – it is our shared basis across the Union.

Comté, Roquefort, Camembert de Normandie or Reblochon cheeses are only a few of the numerous examples of France's globally acknowledged dairy excellence.

In my meeting with the French Prime Minister Jean Castex, I stated with pride and conviction: our unrivalled European dairy excellence cannot be explained without the French 'lactosphère', that embodies our EDA motto line on a daily basis:

*Uniting dairy excellence and ambition!*

**Giuseppe Ambrosi**  
EDA President

**Alexander Anton**  
EDA Secretary General





## « Nos entreprises jouent plus que jamais un rôle central pour que la France demeure une Terre de Lait »

Les entreprises laitières françaises ont toujours eu pour ambition de répondre aux attentes des citoyens-consommateurs. Cette adaptation permanente est la condition-même de leur succès.

C'est la raison pour laquelle nous sommes tous pleinement engagés dans des démarches de progrès exigeantes et ambitieuses pour satisfaire les consommateurs et construire un modèle de développement toujours plus respectueux de la santé des hommes, de la nature et des animaux. La crise du Covid-19 n'a fait que renforcer cette conviction et accroître nos ambitions. Depuis un an et demi, c'est l'ensemble de la filière laitière qui œuvre pour une démarche de responsabilité sociétale à travers la démarche interprofessionnelle « France Terre de Lait ». Chaque consommateur, chaque citoyen doit avoir accès à des produits laitiers de qualité qui soient toujours plus sûrs, respectueux de l'environnement, du bien-être animal et qui permettent à chaque acteur de la filière de vivre de son travail.

En dépit des déséquilibres sanitaires, économiques, sociaux ou climatiques, elles sont pleinement engagées pour que la France demeure à l'avenir une grande terre de lait. Nous saluons à ce titre l'ensemble de nos collaborateurs qui ont permis de traverser la crise. Cet engagement de tous les jours des éleveurs et des entreprises doit se traduire par une valorisation accrue de nos produits.

- English below -

## "Our companies play more than ever a central role in ensuring that France remains a 'Land of Milk'"

French dairy companies have always had the ambition to meet the expectations of citizen-consumers. This permanent adaptation is the very condition for their success.

This is why we are all fully committed to demanding and ambitious progress to satisfy consumers and build a development model that is ever more respectful of human health, nature and animals. The Covid-19 crisis has only reinforced this conviction and increased our ambitions. For the past year and a half, the entire dairy sector has been working towards a social responsibility approach through the "France Terre de Lait" ('France Land of Milk') interprofessional approach. Every consumer, every citizen must have access to quality dairy products that are safer, respectful of the environment, of animal welfare and that allow each actor in the sector to make a living from their work.

Despite health, economic, social or climatic imbalances, we are fully committed to ensuring that France remains a great land of milk in the future. As such, we salute all our employees who have made it possible to get through the crisis. This daily commitment of breeders and companies must result in an increased valorization of our products.



**Frédéric Chausson**

Public affairs and External Relations Director, Groupe Sodiaal  
EDA Board member



## « A l'écoute constante du consommateur »

Nos entreprises se tiennent en permanence à l'écoute d'un consommateur "malin", qui sait acheter au mieux de ses intérêts et de ses goûts. Comme son mode de vie, son budget et ses habitudes alimentaires évoluent, le fabricant se tient prêt à lancer à tout moment le nouveau produit - ou la nouvelle gamme - qui apportera la satisfaction attendue. Au pays des 100 fromages, les entreprises laitières savent depuis longtemps que tous leurs clients n'ont pas les mêmes préférences, et qu'il existe non pas "un" mais "des" consommateurs, qui tous doivent trouver les produits qui leurs conviennent personnellement : sucrés ou salés, doux ou forts, à grignoter seul ou à partager...

L'innovation et la diversité sont ainsi devenues les maîtres mots d'une profession qui se renouvelle et se remet en question chaque jour. Pour cela, elle se montre extrêmement "communicante". Elle a appris à écouter ce que lui disent les consommateurs, à regarder comment ils vivent, à prévoir les évolutions des marchés. Elle s'efforce en retour de les séduire et de les informer, avec toutes les ressources de la publicité et de la communication, pour lui faire apprécier la qualité - encore un mot essentiel ! des produits qu'elle met à leur disposition.

Et comme tout cela est réalisé avec talent, efficacité et dynamisme, nos entreprises, grandes ou moins grandes, occupent aujourd'hui des places enviables non seulement en France mais dans le monde entier. C'est une juste récompense et une grande satisfaction.

- English below -

## "Constantly listening to the consumer"

Our companies are constantly listening to the "smart" consumer who knows how to buy to the best of his/her interests and tastes. As lifestyle, budget and eating habits change, the processing sector stands ready to launch at any time the new product - or the new range - that will bring the expected satisfaction.

In the land of 100 cheeses, dairy companies have known for a long time that not all their customers have the same preferences, and that there is not one but many consumers, all of whom must find the products that suit them personally: sweet or salty, mild or strong, to snack alone or to share...

Innovation and diversity have thus become the keywords of our sector that renews and questions itself every day. For this purpose, the sector is extremely 'communicative'. We have learned to listen to what consumers tell us, to look at how consumers live and to predict market developments. In return, our sector strives to seduce and inform the consumers, with all the resources of advertising and communication, to make them appreciate the quality (another essential word!) of the products it delivers.

And as all this is carried out with talent, efficiency and dynamism. Our companies, large or small, now occupy enviable places not only in France but throughout the world. It is a just reward and a great satisfaction.

**Emmanuel Treuil**

Food Law and Nutrition Director, Savencia Group.  
Co-president of Atla



## « Créer de la valeur pour l'ensemble des acteurs de la filière »

La crise sanitaire a généré son lot de bouleversements. Crise mondiale aux conséquences multiples, à la fois humaines, sociales et économiques, elle a en quelques mois transformé nos vies, nos modes de travail et nos rapports sociaux. Mais cette période si particulière a aussi eu l'effet de révéler les forces de notre filière : une filière agile, capable de s'adapter, de se mobiliser et d'agir efficacement pour maintenir l'activité de chacun de ses acteurs et la pérennité de notre modèle laitier français dans toute sa diversité. Nous pouvons d'ores et déjà reconnaître notre efficacité collective au sein de la filière, avec la mise en place rapide et le déploiement de mesures opérationnelles, la réaffirmation de notre rôle dans la chaîne alimentaire européenne, et la défense de nos intérêts auprès des instances publiques françaises et européennes. Les entreprises laitières se sont très fortement impliquées durant ces derniers mois, en repoussant comme beaucoup ses propres limites. Notre ambition pour l'avenir reste inchangée : continuer à préparer l'avenir de la filière France Terre de Lait en relevant les défis, indissociables les uns des autres, que sont la compétitivité, les transitions agroécologiques et le renouvellement des générations.

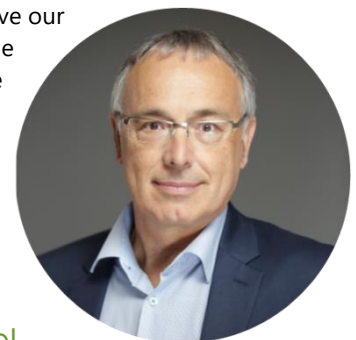
Parce que nous, entreprises de la transformation laitière croyons à la création de valeur, parce que celle-ci doit être partagée, nous avons tous notre rôle à jouer : 2022 sera réussi si nous arrivons tous en responsabilité à nous mettre d'accord sur des plans de développement commerciaux responsables à un juste prix. Nous sommes conscients de la problématique du pouvoir d'achat de nos concitoyens. Cependant, nous savons aussi que pour avoir une alimentation de qualité, chacun doit en payer le juste prix. Ainsi, seule une revalorisation significative de nos produits permettra de faire face aux défis qui sont les nôtres, et permettra de créer de la valeur pour l'ensemble des acteurs de la filière.

- English below -

## "Creating value for all players in the sector"

The health crisis has generated its share of upheavals. A global crisis with multiple consequences, from human to social and economic, that has, in a few months, transformed our lives, our ways of working and our social relations. But this very special period has also had the effect of revealing our strengths: we are an agile sector, capable of adapting, mobilizing and acting effectively to maintain the activity of each of its actors and the sustainability of our French dairy model in all its diversity. We can already recognize our collective effectiveness within the sector, with the rapid implementation and deployment of operational measures, the reaffirmation of our role in the European food chain, and the defense of our interests with French and European public authorities. Dairy companies – like many others - have been very engaged in recent months, pushing their own limits. Our ambition for the future remains unchanged: to continue to prepare the future of 'France Terre de Lait' by meeting the challenges, inseparable from each other, that are competitiveness, agroecological transitions and generational renewal.

Because we, dairy processors, believe in value creation as it must be shared. We all have our role to play: 2022 will be successful if we all take responsibility to agree on responsible business development plans at a fair price. We are aware of the problem of the purchasing power of our fellow citizens. However, we also know that to have a quality diet, everyone must pay the right price. Thus, only a significant revaluation of our products will make it possible to face our challenges, and will make it possible to create value for all the actors of the sector.



**Bertrand Rouault**  
Advisor to the General Management of Eurial Agril  
Co-president of Atla

# France dairy sector in a nutshell

Data sources: EDA surveys and ATLA

**3.5 million** dairy cows  
**65** cows per farm



**67.39 million**  
habitants



**40.2 thousand**  
dairy farms



**≈ 7.18 tonnes**  
milk yield per cow per year



**≈ 24.7 million tonnes**  
cows' milk production



**46 cheeses**  
PDOs



**114%**  
Self-sufficiency in milk





Tuesday 15 March 2022

## EDA Dairy Policy Conference

📍 Brussels, Belgium



23– 25 November 2022

## EDA Annual Convention

📍 Madrid, Spain

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