

Special Edition - EDA Annual Convention 2024



We as European dairy, we have a strong basis to build the future of our sector: we make Europe richer, we add value and we make a difference in quality, in safety and in sustainability.

Giuseppe Ambrosi, EDA President

A huge thanks to our sponsors:

Next Gen EU Dairy: Our **EDA Annual Convention** last week gathered over 200 dairy executives and experts in Rome. Together with the Italian dairy industry association **ASSOLATTE**, as well as **ASSIFONTE**, we convened in Rome, where the European unification started with the signing of the Rome Treaty of 1957, for an engaging discussion and collaborative effort towards shaping the future of our European lactosphere. Under the motto 'Next Gen EU Dairy' we focused on dairy for the next generation.

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ASSOLATTE President Paolo Zanetti



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Nourishing the Future

The EDA Annual Convention 2024 kicked off with a keynote speech by the Italian Minister of Agriculture, **Francesco Lollobrigida**, who emphasized the importance of food security, trade, and agriculture for Europe. This was followed by MEP **Herbert Dorfmann** (EPP, IT), coordinator of his political group in the Committee on Agriculture and Rural Development and a member of the Delegation for Relations with Mercosur. He highlighted the three main challenges for European agriculture in the future: ensuring competitiveness, getting young people to work in agriculture and enhancing sustainability. **Emmanuel Besnier**, CEO of Lactalis Groupe, spoke about how the EU and the EU dairy industry should collaborate to best nourish the future and underlined the regionality by nature of milk and dairy.



We need a political solution that works for everyone, we need to work so that the individual dairy producer is protected. Europe can get and has to use the tools that are needed for change. We have the best quality products and expertise. These assets have to be supported by overall competitiveness.



The fathers of the EU envisioned it being built on pillars of principles for Europeans, including food security and safety. This vision was, and still is, based on a strong European agricultural sector.

Francesco Lollobrigida
Italian Minister of Agriculture,
Food Sovereignty and Forestry



Emmanuel Besnier
CEO, Lactalis
Groupe

To safeguard the European agricultural sector we need to attract young people, good workers, to work in agriculture and food.

Herbert Dorfmann
MEP (EPP, IT)



Welcoming attendees at our EDA Annual Convention

What does dairy bring for the next generation?

The speech of Emmanuel Besnier served as a basis for the first session of the convention, a roundtable discussion dedicated to the future of European dairy with prominent leaders of the European lactosphere. The session was moderated by **Rose O'Donovan** of Agra Facts, the leading magazine in Brussels on agriculture and included: **Gianpiero Calzolari** (President, Granarolo, IT), **Pat Murphy**, (CEO, Kerry Group, IE), **Jan Vreugdenhil** (Vreugdenhil, NL) and **James Neville** (CEO, Volac, UK).



Rose O'Donovan

During the panel discussion, **Jan Vreugdenhil**, emphasized the increasingly competitive nature of the EU milk supply and the how important it is to secure a stable milk pool to meet growing demands. He also stressed the need for strategic measures to ensure sustained availability. **James Neville** shifted focus to new opportunities in Southeast Asia and India, where rapid economic growth and evolving consumer preferences are creating significant potential for dairy expansion. **Pat Murphy** brought attention to the strong EU-U.S. transatlantic relationship, he was confident in its continued strength as a cornerstone for robust dairy trade and also noted the benefits of this partnership in driving growth and fostering mutual opportunities across these key markets. Together, the speakers painted a picture of a dynamic global dairy landscape with both challenges and opportunities shaped by regional and international trends.

The challenge for Europe is to respond to changes and start playing the new game, not continue the old one.

James Neville
Volac, UK



We need to educate the consumers about the excellent quality of our products and their nutritional quality.

Pat Murphy
Kerry



The industry of the future is grounded in the earth while being oriented towards technology, innovation and getting young people working in the most important research.

Gianpiero Calzolari
Granarolo



We have a beautiful heritage here in Europe, but need to figure out how do we better export that heritage?

Jan Vreugdenhil
Vreugdenhil, NL



Jan Vreugdenhil, James Neville, Pat Murphy and Gianpiero Calzolari

Dairy Excellence -Next Generation

The second session, moderated by **Kinga Adamaszwili** (EDA deputy secretary general) put the focus on research and sustainability. Prof. **Guendalina Graffigna** (Università Cattolica del Sacro Cuore) talked about how consumer behaviours are shaped by psychological factors. **Giulia Leonardi** (Head of Sustainability, IGOR



Giulia Leonardi

Gorgonzola) spoke on IGOR's approach to keep dairy excellence relevant for young consumers, putting emphasis on quality, versatility, healthy and sustainable food. **Esben Egede Rasmussen** (Managing Director, Danish Dairy Board) spoke on the new carbon tax system that is to be introduced by the Danish government.



Esben Egede Rasmussen

Deepen cooperation between European and Ukrainian dairy

On 15 November, EDA and the EU Integration Committee of the Ukrainian Dairy Industry signed a joint statement for the future integration path of EU and UA dairy.

"Ensuring continued market access in both directions and stability for EU – Ukraine trade and security for mutual investments – we believe a long-term agreement on dairy trade will support the overall integration process" stated EDA's Alexander Anton.



Andriy Tabalov (Chair EU Integration Committee) and EDA's Alexander Anton

EDA Meetings

The Convention was prefaced by the EDA internal meetings of the Trade and Economics Committee and the Food and Environment Committee with high-level such as **Carlos Martín-Óvilo** from DG AGRI.

Carlos Martín-Óvilo (DG AGRI)



EDA President Giuseppe Ambrosi, ASSIFONTE President Dieter Kuijl and EWPA President James Neville



Alexander Anton and Albert de Groot, (CEO, Vreugdenhil Dairy Foods) EDA President-elect

Enjoying Italian excellence

During the lunches and breaks attendees enjoyed delicious refreshment showcasing Italy's supreme culinary excellence and cultural heritage.



We thank Pecorino Romano for gifting us the cheese crafted Roman Colosseum

MILLE GRAZIE to our hosting member ASSOLATTE especially to President Paolo Zanetti, Massimo Forino, Maria Libertini, Paola Parziale and the whole ASSOLATTE team



Paolo Zanetti



Paola Parziale



Maria Libertini

Congratulations to Kinga

Adamaszwili for her new leadership



role as EDA deputy secretary general - Next Gen EU Dairy at its best!

La 'squadra EDA'



Save the dates!

EDA Dairy Policy Conference 2025

Brussels, Belgium

26 March 2025

EDA Annual Convention 2025
Utrecht

