

CAP 2027 exchange with MEP

Barry Cowen

In our meeting with MEP **Barry Cowen** (Renew, IE) we had the opportunity to discuss the European Parliament's own-initiative report on CAP 2027. As the Renew Rapporteur on this file, MEP Cowen plays a key role in shaping the future of the Common Agricultural Policy (CAP).

An excellent opportunity for us to highlight our key points for the CAP 2027:

"We highlighted the importance of the protection of dairy terms to safeguard the sector from misleading labelling and advertising. But we also covered the EU's dairy trade agenda, exploring ways to reinforce leadership in high-quality dairy production and exports", concluded **Laurens van Delft** (EDA).



DFC CEO Jacques Lefebvre with EDA's Alexander Anton

"Dairy in times of change" - Dairy Canada in challenging times

The upcoming federal elections in Canada and Canadian–U.S. relations were the focus of the Dairy Policy Conference of the Dairy Farmers of Canada in Ottawa this week, held under the theme "Dairy in Times of Change."

Steve Verheul, Canada's Chief Trade Negotiator and Trade Advisor to the Prime Minister, shared his analysis of the global trade environment and the role Canada can play.

EDA's Alexander Anton presented "The European Perspective on Dairy" to more than 200 attendees and discussed Canada–EU dairy relations.



MEP Barry Cowen and EDA's Alexander Anton and Laurens van Delft



Irish Minister Martin Heydon and EDA's Alexander Anton

New Irish Minister of Agriculture: Martin Heydon

With **Martin Heydon**, Ireland has a new Minister of Agriculture who possesses extensive knowledge of the sector. The farmer's son from County Kildare studied agriculture at Teagasc. We had the honor of hosting him as a speaker for the opening of our International Whey Conference 2024, where he stated:

"The high nutritional quality of dairy can be considered in a positive way when discussing the sustainability of the dairy sector in terms of environmental impact. Dairy is a hugely important industry for Ireland, both economically and culturally. The dairy industry continues to be at the very heart of rural Ireland."

The European *lactosphère* congratulates Minister Martin Heydon, and we look forward to continuing our strong cooperation.

Bainne go bragh!

The EU dairy industry exchange ideas on how to combat misinformation

The European dairy industry shared a joint call following the conspiracy-fuelled criticism of the feed additive Bovaer® in the UK late 2024. **Dennis Rijnders**, Commercial Director EMEA for Bovaer®, presented additive, the only feed additive with a positive environmental impact. **George Morrison** of Arla Foods shared valuable strategies for handling social media crises and combating fake news. Emphasizing the importance of proactive communication, Morrison highlighted the need to address misinformation when it spreads by leveraging media, government agencies, and transparent communication between stakeholders as key factors for success.

Dennis Rijnders also emphasized that building trust with farmers and consumers is one of the most effective tools for combating conspiracies. This trust can only be achieved through a coalition built on scientific facts. The meeting served as a starting point for the EDA Communications Coordination Group.

EDA joins Dairy UK's Scientific and Technical Committee

Dairy UK kindly invited EDA to participate to its Scientific and Technical Committee on 28 January 2025. This allowed EDA to provide an update on the latest regulatory developments regarding contaminants. This event exemplifies the strong cooperation existing between Dairy UK and EDA since Brexit and we are grateful for the invitation extended by Dairy UK's **Luisa Candido**.

EDA Participates in EU Agri-Food Promotion Policy Info

EDA took part in the EU Promotion Policy Info Days, held on 29–30 January in Brussels. The event, organised by the European Commission and the European Research Executive Agency, provided insights into funding opportunities for agri-food promotion under the 2025 work programme.

Opened by EU Commissioner for Agriculture **Christophe Hansen**, the event also marked 10 years of EU promotion policy, which has co-funded more than 600 campaigns across the world under the slogan “Enjoy, It’s from Europe”.



EDA at the International Probiotics Association Europe breakfast event on probiotics

The European Parliament should drive policy updates that balance innovation, consumer rights, and fair market competition. This was the key message at a breakfast event organised by **Rosanna Pecere** of IPA Europe, with participation from EDA and the special attendance of MEPs **Pietro Fiocchi** and **Christine Schneider** at the European Parliament on 30 January. The event focused on the challenges and regulatory uncertainties surrounding probiotics in the EU, with discussions highlighting the absence of a harmonized definition for probiotics, which creates barriers for businesses and limits consumer information.



Transatlantic CIAA - EDA meeting in turbulent times: Key trade & market insights

Our transatlantic meeting between members of the **Cheese Importers Association of America** (CIAA) and EDA took place online on 29 January. The meeting brought together members from both associations to discuss key developments in U.S. and EU dairy trade.

The meeting was opened by Assolatte President **Paolo Zanetti** and CIAA President **Andrea Berti**, who emphasised the importance of transatlantic cooperation in navigating evolving trade policies and market challenges.

Members shared insights on U.S. policy shifts and potential market impacts, addressing regulatory trends and consumer demand. The discussion also highlighted current EU dairy policy developments, market challenges, and opportunities for growth in a changing global landscape.

We also looked ahead to the planned EDA Washington, D.C. Door Knock, which aims to strengthen engagement with U.S. policymakers on trade and dairy sector priorities.

EDA Welcomes European Chamber of Commerce in China

EDA hosted a meeting with **Ran Qin** and **Leechelle Shen** from the European Chamber of Commerce in China to discuss EU-China relations. The exchange provided an opportunity to address key trade updates, market access issues, and persistent barriers affecting the agri-food. Strengthening trade relations and addressing market access challenges are essential to ensuring the continued success of EU dairy in China.



Mark van Nijnatten (De Graafstroom) with the EDA & NZO team

Cheese from the heart : De Graafstroom cheese production site visit

De Graafstroom CEO **Remi Knulst** and the commercial director **Mark van Nijnatten** welcomed the EDA team last week in Bleskensgraaf (NL) for a visit of the Gouda production. The EDA team had the great opportunity to deepen our understanding of the Dutch *lactosphere* thanks to the presentations by and discussion with our NZO colleagues **Tjitske Bolt**, **Stephan Peters** and **Jacco Gerritsen**.

Shaping the Future of Dairy

EDA and the **European Feed Manufacturers' Federation (FEFAC)** engaged with students from **Irish College Leuven** at the EDA offices in Brussels, to discuss sustainability in the dairy supply chain. The visit highlighted the shared commitment to innovation and environmental responsibility in the dairy sector. Education and research play a crucial role in equipping future dairy professionals with the knowledge and skills needed to advance innovation in the dairy sector. The Future is dairy!

EDA co-signs a statement with Specialised Nutrition Europe on Young Child Formula

EDA is happy to announce its participation to a joint statement with **Specialised Nutrition Europe (SNE)** regarding Young Child Formula. This product is specifically formulated to provide essential nutrients that are often lacking in the diets of young children aged 1 to 3 years old.

Through this paper, EDA and SNE call on the European Commission to propose specific legislation on Young-Child Formula by implementing the updated Codex Standard for young children's products into EU law. Doing so would ensure a high level of protection for young children both within the EU and outside, while also providing consistency and alignment with the international framework.



Students from the Irish College of Leuven at EDA in Brussels

Save the date!



Wednesday 26th March 2025, Brussels
EDA Dairy Policy Conference

***Nourishing a sustainable future,
nurturing innovation***

Already confirmed speakers include:

Catherine Geslain-Lanéelle, DG AGRI

Magdalena Montaigu, SCA Spokesperson of Poland

Dr Judith Bryans, DairyUK

Sophie Gregory, UK dairy farmer

