

Passing the baton: Albert de Groot is our new EDA President



EDA Presidents Albert de Groot and Giuseppe Ambrosi in Brussels

At our Dairy Policy Conference, on 26 March, the EDA President baton was passed to **Albert de Groot** (CEO, Vreugdenhil, NL). With his experience and knowledge of the industry he is well prepared in navigating the challenges and opportunities ahead for the European dairy sector.

"With Albert de Groot as the new president of the European Dairy Association, the European lactosphere has elected an inspiring dairy executive, known for his leadership and his dedication to the industry. Next to his strong company experience, Albert has an impressive record of success in steering an industry association as president of our Dutch member federation NZO," congratulated outgoing EDA President **Giuseppe Ambrosi**.

Read our full [press release on our new EDA President here](#).

Exchange with DDG Pierre Bascou of DG AGRI

Our new EDA President **Albert de Groot** welcomed Deputy Director General of DG AGRI **Pierre Bascou** to our EDA Board meeting.



Pierre Bascou and EDA President Albert de Groot at our EDA Board meeting on 27 March 2025 in Brussels

"We had a lively exchange with Pierre Bascou on a broad range of topics with a focus on the follow up of the 'Vision for Agriculture and Food' and on today's trade issues. We also took the time to discuss in depth the latest proposals from the EU Commission on the strengthening of the agri-food chain. Here we made it very clear that strengthening one part of the chain does not make the chain more resistant", stated EDA President **Albert de Groot**.

EDA Annual Report 2025

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EDA defends EU-Mercosur agreement in the European Parliament

"We were invited to exchange views with the members of the European Parliament's Monitoring Group on Mercosur, chaired by MEP **Gabriel Mato** (EPP, ES). MEP Gabriel Mato had set up this meeting with a focus on the trade in agricultural goods. Another good opportunity to underline our EDA perspective on global trade and on the EU-Mercosur agreement, to hear the analysis of **Paolo Garzotti** (DG Trade) and **Elena Panichi** (DG AGRI) and to better understand the concerns of parts of the members of the European Parliament, like MEP **Jessika van Leeuwen** (EPP, NL) or MEP **Saskia Bricmont** (Greens, BE)," stated EDA's Alexander Anton.

The meeting was held on 7 April 'in camera', hence under strict confidentiality rules – after the meeting, MEP Gabriel Mato made his point very clear: "The problem with the Mercosur-EU agreement is not Mercosur, it is the European agricultural policy".



MEP Gabriel Mato (EPP, ES) with EDA's Alexander Anton in the European Parliament

Exchange with NZ Special Agricultural Trade Envoy (SATE) Hamish Marr



Maria Libertini (ASSOLATTE), Oliver Hendrickson, NZ SATE Hamish Marr, Te Aniwa Setters (NZ embassy, Brussels) with Lise Andreasen Høyer (DDB, Co-chair EDA TEC)

"Since I was last in Europe 18 months ago, a lot has changed—especially in the international trade arena. The NZ-EU Free Trade Agreement has been in place for the past nine months. There are many good reasons to explore how we can strengthen the NZ-EU trade partnership. This time, in addition to Brussels, the Netherlands, Italy, and Ireland are on my mission list—and dairy is always a top-priority topic", stated the NZ SATE **Hamish Marr** in his meeting with EDA.

Crisis preparedness will be part of the next CAP

DG AGRI Deputy Director General **Pierre Bascou** chaired last weeks meeting of the EU Expert Group on Food Security and underlined the need for better crisis preparedness by stating: *"The risk landscape in Europe is deteriorating. The clock is ticking and we will need to accelerate the integration of crisis preparedness into the CAP very quickly."*

In line with the so-called Niinistö Report, this group will in May brainstorm on the EU Strategy for Food Stockpiling and its integration into the CAP with a view to contribute for agriculture and food products to the upcoming wider EU stockpiling strategy expected in June 2025. Pierre Bascou also announced a meeting in July to discuss a 'stress test for the food supply chain'.

The Chair of the NATO Food and Agriculture Planning Group, **Lisbeth Muhr**, explained the NATO-baseline requirements for civil preparedness and its implementation in Norway. **Magdalena Montaigu**, SCA Spokesperson of the Republic of Poland, highlighted the Polish EU Presidency Conference on the CAP and its food security impact of early March 2025.



Last week, the old storage halls of dairy company Vreugdenhil in Voorthuizen (NL) were used as a training area by the Royal Netherlands Army, practicing what it is like to repair all kinds of vehicles in an urban, built-up area as unseen as possible.

U.S. tariffs: a rollercoaster for dairy trade relations



On April 2 2025 the U.S. administration unveiled a broad package of new 'reciprocal' tariffs on a wide range of EU goods, among them

dairy. On April 9 U.S. President Donald Trump walked back some of his tariffs, introducing a 90-day pause on most new duties.

It's been a turbulent time for EU-U.S. trade relations, but for now, dairy appears to have avoided the worst. In the latest developments we're relieved that dairy has been left off the current EU retaliation list. With a 90-day negotiation window now open, EDA hopes this moment of calm will lead to a constructive and lasting solution.

That said, EDA remains alert. With Chinese tariffs as good as closing this market for U.S. products, there's a growing risk of surplus U.S. dairy being redirected to the EU. EDA will continue to push for fair and balanced trade while ensuring the EU dairy market remains protected and resilient.

"Not only have the U.S.A. and the EU the largest bilateral trade and investment relationship and the most integrated economic relationship in the world, but the overall (goods & services) U.S.-EU trade balance is basically in an equilibrium – this is an ideal basis for a prosperous trade relationship. A trade dispute between the U.S. and the EU therefore is clearly in the lose-lose category," commented EDA secretary general Alexander Anton in our press release.

Read the full [press release here](#).

Dairy cooperatives' cooperation in Europe



Coop Laitière President Pascal Le Brun (Eurial/Agrial) with Sodiaal CEO Antoine Collette

Pascal Le Brun, the President of the French dairy cooperative Agrial (Eurial) and President of the French Dairy Cooperative Association, welcomed 200 dairy professionals last week to the French Coop Dairy Days in Paris.

Antoine Collette, CEO of Sodiaal, the biggest French dairy cooperative, was one of the keynote speakers on the panel. Asked for his opinion on the recent dairy cooperatives' developments in Belgium, Germany, the Netherlands

and Denmark, he stated: *"The cooperative world is well advised to strengthen the cooperation between cooperatives at national and at European level"*. When it comes to international trade tensions and the protectionist attitude of some third countries, Antoine Collette said: *"I don't believe in protectionism, but in productivity and competitiveness."*

EDA highlights EU priorities at first ATLA Regulatory Day

Earlier in April, our French member **ATLA** (Association de la Transformation Laitière Française) gathered the *crème de la crème* of the French regulatory affairs experts in its first edition of the ATLA Regulatory Day. The one-day event was an occasion to dive into various topics ranging from environmental claims, packaging regulation as well as protection of dairy terms and water re-use.

Our EDA Deputy Secretary General, **Kinga Adamaszwili**, provided insights into the regulatory priorities of the European dairy sector.

The event was a brilliant occasion to engage with ATLA members and explain more in detail the EU advocacy and the added value of membership in the EU trade associations. The event was opened by **François-Xavier Huard**, President and Director General of Fédération nationale de l'industrie laitière (FNIL) and closed by **Emmanuel Treuil**, Vice-President of ATLA, Director of Regulatory Affairs and Nutrition at Savencia and the Co-Chair of our EDA Claims & Labelling WG. Congratulations to **Mélanie Grivier**, Head of Regulatory, technical and scientific affairs at ATLA, and the whole ATLA Secretariat for organising a successful event.



EDA's Kinga Adamaszwili and Mélanie Grivier, ATLA, at Maison du Lait, Paris

Signs of recovery: global demand picks up and whey leads the way



Modest recovery in global milk production is expected in the first half of 2025. This trend comes despite a 25% decline in the number of dairy farms in Europe over the past decade, a structural shift mirrored in countries like Italy. Nevertheless, EU milk deliveries remain relatively stable, with modest increases in Poland, Italy, and Ireland, while production continues to decline in key producers such as France, Germany, and the Netherlands. This according to CLAL's latest dairy market update. The analysis highlighted climate as a persistent challenge, particularly drought conditions in central and eastern Europe, which are putting pressure on production. Additionally, animal health issues are compounding the situation.

Import activity is showing signs of recovery, and demand for whey powder is rising, especially in the sports nutrition segment. However, global trade remains sensitive to developments in China, where reduced imports—driven by higher domestic supply and structural adjustments—continue to influence international markets.

While exports are expected to remain stable, high product prices and trade barriers such as U.S. tariffs could challenge the competitiveness of EU dairy in the months ahead.

EDA advocates for balanced climate policies in EU Agri-Food Workshop

This week, EDA participated in the fifth and final workshop of the EU Commission's initiative on "Incentives for Climate Change Mitigation across the Agri-food Value Chain." Led by DG CLIMA, this initiative aims to explore strategies for reducing greenhouse gas emissions in the agricultural sector and to analyse potential EU-level policy options. While we support a common European framework to reduce emissions in agriculture, some of the policy options discussed may pose risks to the economic viability of the EU dairy sector. We urge the EU Commission to continue exploring diverse policy approaches that balance climate goals with the economic sustainability of dairy operations and promote a holistic approach to GHG reduction in agriculture.

Check out our [EDA position paper](#).

What's your preferred dairy product?



My favourite dairy product is Roquefort. Its strong character is even more enjoyable when eaten with butter, a baguette, and accompanied by a glass of red wine.

Pierre Bascou

**Deputy Director General,
DG AGRI**



EDA's Laurens van Delft with the delegation from the Haryanvi Dairy Farmers and Agro Association in Brussels



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**DAIRY DRYING
TECHNOLOGY &
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This event combines previous IDF symposia i.e. the Symposium on Spray Dried Dairy Products and the Symposium on Recombined Milk and Milk products

More [information on the conference here](#).

EU Dairy strengthens farmer-focused cooperation with India

EDA recently welcomed a delegation from the Haryanvi Dairy Farmers and Agro Association, a forward-thinking organization that supports Indian farmers by training them in modern and scientific methods of animal husbandry. The visit highlighted India's growing focus on developing its dairy sector and exploring new ways to work together with European partners.

A great example of this kind of cooperation is the recent initiative led by EWPA President **James Neville**, who partnered with the Umesh Modi Group to launch a joint venture in India called 'Modilac'. This project aims to strengthen the economic foundation of farmers through livestock farming. With the opening of a modern livestock farm, the initiative is expected to create new business and job opportunities for rural communities. The EU dairy industry actively supports farmer development, drives innovation, and fosters international cooperation in the dairy sector.

Save the date! Our **EDA Annual Convention 2025**



12 - 14 November
Utrecht, The Netherlands

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