European Dairy Association

Dairy Focus 01/2016

Dutch EU Presidency

NL EU 2016

connect to the world of dairy

Foreword

The Kingdom of the Netherlands starts off the new trio EU Presidency (Netherlands, Slovakia and Malta) and holds the "Presidency of the Council of the European Union" during the first half of 2016 and for the twelfth time in history.

For the Netherlands, "the dairy sector is the white engine of the economy" and this deeply rooted link of the country to its dairy sector is a strong asset for the Netherlands and for Europe.

The Dutch dairy is world leader in many respects and we are sure that this represents a strong basis for the Dutch EU Presidency when it comes to the potential evaluation of the Milk Package. This is also true when it comes to topics related to the food law, where the unique specificities of our dairy produce must be recognised.

During the first six months of 2016 we can also expect to see some progress in the trade dossiers. From an agricultural & dairy perspective, EU Commissioner Phil Hogan will lead the 'diplomatic offensive' for opening new markets for our products around the globe – so far, high level missions to Mexico, Colombia, China and Japan are pencilled in the agenda.

We trust, that the Dutch Presidency will support the Commission in all trade discussions and pay utmost attention to our trade interests. At the same time, the signature of an overarching partnership agreement between New Zealand and the European Union is on the agenda which is a clear indication that the EU Commission will ask for a mandate to start negotiations on a 'Comprehensive Free Trade Agreement' with Australia and New Zealand.

We are also very confident that the Dutch EU Presidency will be extremely careful when assessing any need for new legislation with regards to the milk package and its implementation: after a decade of subsequent and deep reforms, the European dairy sector needs a phase of legislative stability.

We are looking forward to an EU Presidency that will cooperate closely with the European Commission under President Jean-Claude Juncker and First Vice-President Frans Timmermans, the former Dutch minister of foreign affairs.

In our EDA Dairy Policy Conference on 20 April 2016 we will focus on 'sustainable food, sustainable diet and sustainable dairy' – another field of excellence of the Dutch dairy sector and a priority of the overall policy approach of the Kingdom of the Netherlands.

Connect to the world of dairy!

Michel Nalet
EDA President

Alexander Anton
EDA Secretary General

Priorities of the Dutch EU Presidency in 2016

H.E. Pieter DE Gooijer, Ambassador, Permanent Representative of the Kingdom of the Netherlands to the EU with EDA Secretary General Alexander Anton. Before being appointed to his current position in Brussels in 2011, Ambassador De Gooijer served as EU Director in the Dutch foreign affairs ministry where he gained a deep insight into the EU and its functioning. The 2016 Presidency is the fourth Dutch Presidency in his career.

In a meeting in Brussels, Ambassador de Gooijer highlighted the priorities of the Dutch Presidency as follows : "There are high expectations to the Dutch Presidency. People tell me since we are in the role for the twelfth time, we should have some experience. But as a matter of fact, there are not many people around who were active at the last Presidency back in 2004 and the environment has changed since then. We are now 28 Member States and since the Lisbon Treaty, the European Parliament has become a real power".

"The nature of the challenges has changed, we are facing existential threats for the Union: security and migration. And even if the Grexit seems far away today, we have put 384 bio € in an economy of 10 mio people. It's not over yet.

When it comes to the Brexit discussion, we have a debate in the Council and in February 2016 we hope to get to an agreement on a package, which will be the basis of the further debate within and with the UK. If this goes wrong, it will be another existential threat to the Union.

In this context, the Dutch approach will be guided by a simple principle "Act normal and work hard".

There are three priorities:

1. **Focus on what is important** and on topics where the Union has added value, so trans-border, EU scale challenges. We don't want less Europe, we want more Europe where the Union matters.

2. **Jobs and growth:** in line with the 2014 Council conclusions, we will look at every policy decision through a prisma of three elements: innovation, competitiveness and sustainability.

3. **Citizen relationship:** we want to be in a listening mode to reconnect the Union to the citizens.

Priorities of the Dutch EU Presidency in 2016

The circular economy approach is in our view a concept that can improve the competitiveness of the Union and hence become an engine for innovation, growth and job creation", underlined Ambassador De Gooijer.

During the next six month, six regular Councils of the Agricultural Ministers and one informal Agricultural Council meeting in the Netherlands are pencilled in the agenda.

After the great work of the Luxembourg Presidency to come to a political agreement on the school milk scheme, the Dutch Presidency will focus on the progress of the organic legislation. When it comes to cloning or GMO, the Dutch Minister of Agriculture, Martijn van Dam, does not intend to tackle those topics in the Council.

Martijn van Dam has shared his intention to continue the close follow-up of the agricultural markets at Council level and to focus on strengthening of the farmers' position within the supply chain. For the informal Agricultural Council (29-31 May 2016), the Dutch minister announced a reflection on the Common Agricultural Policy (CAP) beyond 2020. There seems to be a British saying *"The Dutch are always right, but seldom relevant"* – at least the relevance point is not true when it comes to the dairy sector.

Ambassador De Gooijer highlighted: *"We know about the importance of the dairy sector for the Netherlands, but also for Europe".*

The Kingdom of the Netherlands consists of four countries: The Netherlands, Aruba, Curaçao and Sint Maarten. The Netherlands consists of 12 provinces located in Western Europe and the three Caribbean islands of Bonaire, Sint Eustasius and Saba. Only the European part of the Kingdom forms part of the European Union. The Caribbean islands have the status of Overseas Countries and Territories of the European Union.

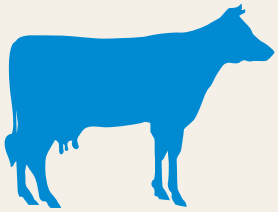
The Netherlands is often called 'Holland', although North Holland and South Holland are only two of the provinces of the Netherlands.

The surface of the country is 41.540km², of which around 20% lies below the sea level. The population of almost 17 mio people has an annual per capita consumption of more than 100kg of consumption milk and fresh products (EU28 average: 84kg) and an annual cheese consumption of almost 19kg (EU28 average: 17.9kg) per inhabitant.

The Dutch dairy sector in numbers

18,000
milk producers

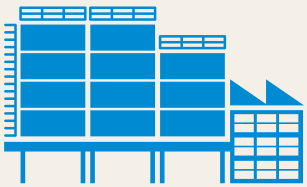
1.6 million
number of cows



12.7 billion kg
of milk per year

705,000 kg
average yield par milk producer

8,000 kg
average yield
par cow



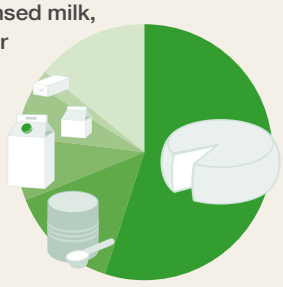
52 dairy plants

65%
export

€ 12 bn
production value

THE MAIN PRODUCTS

Cheese, milk powders,
Pasteurized milk and products,
condensed milk,
& butter



... the Dutch dairy sector

DAIRY COUNTRY

The Netherlands and dairy are inseparable. Dairy is deeply embedded in the Dutch diet, the heart and the culture of the Netherlands. On average, the Dutch drink two glasses of milk a day. Cows out at pasture dominate the landscape – a nostalgic sight for Dutch who live abroad. Everyone remembers the Joris Drieprinter, "milk, the white engine", and "cheese cube" commercials. And around the world, the Netherlands is symbolized by images of cheese and milkmaids in traditional dress.

Behind the diet and Dutch dairy culture stands a modern, innovative and entrepreneurial economic sector of dairy farming and industry. 18,000 farms and 1.6 million cows produce 12.7 billion kilos of milk per year: two glasses of milk a day for nearly 100 million people.
The Netherlands accounts for 8% of European milk production, fifth after Germany, the United Kingdom, France and Poland.

The Netherlands is the first exporter of dairy products out of the EU. 28 companies and 52 factories in the Netherlands process 98% of raw milk into dairy products like cheese, butter, pasteurized milk and milk powder. And the sector does even more with milk. From whey, a byproduct of cheese, high-grade proteins are extracted for products like baby food and sports drinks.

A ROBUST ECONOMIC SECTOR

In 2014, Dutch dairy farming and the dairy industry had a production value of EUR 5 billion and EUR 7 billion, respectively. The sector's size is about 1/6 of the total Dutch food industry and, for comparison, is larger than the country's electrical appliance, pharmaceutical or automotive industries. In terms of revenue per capita, the Netherlands dairy sector is second in the EU. The sector's growth is robust: today, it is larger than it was the day before the economic crisis began.

The Dutch dairy sector is in a good condition: the country's climate and soil are good for dairy cows and for the grass they eat, the Netherlands is strategically located in Europe, with good access to potential markets, and the logistics infrastructure is first-rate. For the Netherlands, dairy is a logical choice.

The dairy sector also means 45,000 fulltime jobs. Automation has brought the numbers down somewhat, but on the other hand has improved the sector's competitiveness. Productivity is high. Milk production per cow is in the global top, and through gradual expansions Dutch dairy farms are realizing increasingly higher and more efficient yields.
And they do this with enormous care for the well-being of livestock, and in accordance with environmental standards. Most dairy farmers have organized themselves into cooperatives through which they sell their milk to the cooperative-owned milk processing company. The cooperative gives farmers security, market power and an investment in future generations. But the dairy sector also has private businesses, bringing a balance to the sector that makes it strong.

Jan Maarten Vrij
International Dairy Affairs

nzo
nederlandse zuivel organisatie

Of the world's five largest companies in the dairy industry, one is Dutch: FrieslandCampina, a cooperative of 19,000 member dairy farms in the Netherlands and abroad. And three of the five have research or production locations in the Netherlands, namely Danone, Fonterra and Nestlé. The Dutch dairy industry also has many other unique companies, like CONO Kaasmakers from Beemster, cheesemakers with over 100 years tradition . De Graafstroom, a cooperative of 150 farmers with a cheese factory in Bleskensgraaf. CZ Rouveen, experts in specialty cheeses and which even offers cheeses à la carte. DOC Kaas, a cooperative of 1,200 dairy farms in Hoogeveen. Bel Leerdammer, the maker of Leerdammer cheese and part of the French Bel Group. Vreugdenhil Dairy Foods, exporting milk powders and ingredients around the world. Ausnutria Hyproca, which has conquered the world with baby food. The Danish Arla Foods, which produces and delivers fresh dairy products in the Netherlands. Hochwald, one of the largest German dairy companies, with a production location in Bolsward for condensed milk. Yakult from Japan, producing its well-known drinks in the Netherlands for the European market. A-ware Food Group, a dairy services provider which has also recently entered production; its first cheese was made in its brand new factory in December 2014. And Henri Willig, visited by nearly one million tourists a year who come to learn about the cheese maker's craft.

A STRONG CLUSTER

The dairy sector is part of a larger dairy cluster. Wholesalers buy dairy products which retailers and food service companies sell to consumers. There are companies that supply special semen for breeding new cattle with higher yields. Other companies supply animal feed, products to make or keep livestock healthy, the newest barns and machinery, financial services, education, knowledge and technology. The Dutch dairy cluster is a cluster of winners, known for its strong, international players which contribute considerably to the Dutch economy. This cluster is one of the assets of the Dutch dairy sector.

Milk, Dairy & EDA

What you should know about milk and dairy products

Milk is the basis of thousands of nutritious, tasty, enjoyable and healthy dairy products, as part of a sustainable diet

Milk is a highly nutritional food product combining high nutrient density with high quality protein

Milk and dairy products are safe and natural products made to the highest processing standards

What you should know about the EU milk processing industry

The EU milk processing industry - employing more than 300.000 people across Europe - offers everyone, every day, a broad and diversified choice of natural, nutritious, healthy and tasty food products

The EU milk processing industry has successfully demonstrated its commitment to further reducing its environmental footprint

The EU milk processing industry is an innovative, dynamic and major exporting industry while being the guardian of the EU cultural heritage of dairy

What you should know about the European Dairy Association

EDA represents the interests of the whole EU milk processing industry, both of cooperatives and private companies. As a beacon for the dairy industry, EDA provides a platform for discussion and exchange of ideas

EDA voices the priorities of the milk processing industry on an EU level and shapes EU strategies for the dairy sector

EDA is proud of dairy! It conveys the positive image of milk at EU level as being a healthy, nutritious, sustainable and diversified food product/drink

EDA Members

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KSM (Krajowe Stowarzyszenie Mleczarzy)
Dairy Technology Diploma Holders Association
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PIM – (Polska Izba Mleka)
Polish Chamber of Milk
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EDA Secretariat

'Sustainability : Food - Diet - Dairy'

EDA Policy Conference

Wednesday, 20th April 2016, Brussels,

14.00 – 18.00

Followed by our

ASSIFONTE / EDA annual cocktail

18.00 – 20.30

Venue : Espace Banca Monte Paschi 22-28 avenue d'Auderghem - B 1040 Brussels

eda nice 2016 hosted by ATLA | **EDA / ASSIFONTE ANNUAL CONGRESS 1-3 DECEMBER 2016 NICE - FRANCE**

It is with great pleasure that **EDA**, the European Dairy Association, **ASSIFONTE** and the Association of French Milk Processors (**ATLA** – association de la transformation du lait en ambition) invite you to join the ***European Dairy Ambition*** at the EDA/ASSIFONTE Annual Convention 2015 in Nice, on the shores of the Mediterranean Sea from 30 November to 03 December 2016.

www.eda2016.eu

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The European Dairy Association represents the interests of dairy processors in the European Union

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