

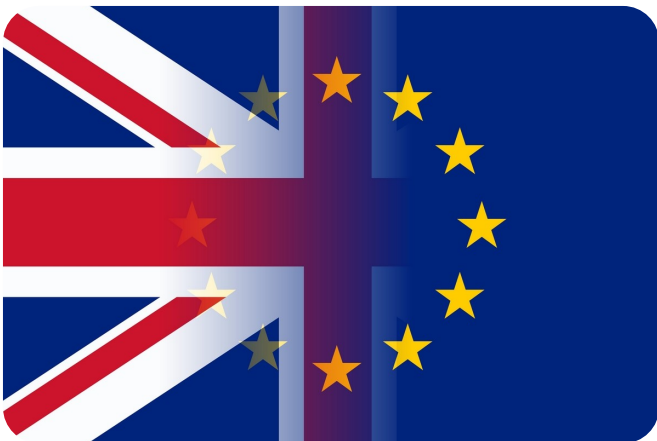
## New timetable for UK border checks

The UK has announced revised timetable for the introduction of border controls. Already on the 30th of December 2020, we called upon both the EU and the UK to make full use of the option to (unilaterally) decide to facilitate trade and minimize customs and border controls.

The decision by the UK government to postpone the introduction of such controls reflects a history of 47 years of frictionless trade within a shared single market and should inspire the EU to do the same.

The EU's initial, somewhat 'frosty', reply that they will continue to fully "protect" the integrity of the Single Market and the Customs Union, as well as its financial interests, is less admirable.

In our exchanges with the competent EU services, we made it very clear: the interest of the Union would in this case be served best by following in the UK's footsteps.



## France says 'no' to food-chauvinism

### French mandatory origin labelling decree annulled

On 10 March 2021, the French Conseil d'État annulled the French decree on mandatory origin labelling for milk. This decision overturns the French decree that was approved – against the opinion of the legal services of the EU Commission, DG GROW and DG COMP – by the EU Commission back in 2016, originally for a 'test period' of two years, that has prolonged twice since.

The decision of the French Conseil d'État is fully in line with the recent ECJ C-485/18 ruling on the French mandatory origin labelling for milk and dairy, where the European Court of Justice confirmed that the mandatory national origin labelling schemes contradict the essence of the European project.

The advocate general at the ECJ made it very clear in his opinion: this kind of labelling initiatives gives way 'to nationalistic – even chauvinistic – instincts'. The decision also represents a solid support of the Single Market principle and gives a clear sign to both the European Commission and the national legislators. Read [here](#) our press release on the matter.



European Dairy Association  
@EDA\_Dairy



BREAKING NEWS : 🇫🇷 national mandatory origin labelling decree annulled /after 🇪🇺 Court of Justice 🇫🇷 Conseil d'Etat declared the scheme illegal - a great day for 🇪🇺, a great day for our Single Market ! 🧀🥛  
Vive l'Europe et vive le lait ! @jwojc @SKYriakidesEU @ThierryBreton

10:41 AM · Mar 11, 2021 · Twitter Web App



## EU Commission fails to defend the Single Market

Back in December 2017, EDA officially complained to the EU Commission against the Romanian mandatory origin labelling decree. We have just been informed that the EU Commission did not manage to issue a formal notice or to close the case, further postponing the decision even more than three years after the complaints.

The EU Commission has twelve months to assess the official complaints and decide whether to initiate a formal infringement procedure. The EU executive body explained that our complaint raises "issues requiring additional examination which is currently in progress".

After the more than clear decision of the European Court of Justice (C-485/18), this 'wait and see' attitude of the EU institution that once was known as 'guardian of the treaty' can only be explained by political reasons.

The EU Commission made it very clear in EDA meetings: they want to end the smooth functioning of the Single Market for milk and dairy and hence pave the way for "nationalistic – even chauvinistic – instincts".



European Dairy Association @EDA\_Dairy · 28 Dec 2018  
 Adieu, #SingleMarket : French mandatory origin labelling rules prolonged until March 2021 - @EuropeanCommiss fails to play its basic role as guardian of the treaties despite its own assessment ("justification not very substantial", "no proof provided by French authorities")



Jean-Claude Juncker, Vytenis Andriukaitis, Elzbieta Bieńkowska and 3 others

1 1 6



## EU & US:

### Hope becomes reality

In our latest [Dairy Flash](#) from 5 March 2021, we expressed our hope that **EU Executive Vice President Valdis Dombrovskis** and the **U.S. Trade Representative Katherine Tai** would be able to find a constructive way forward starting with removing the punitive tariffs in the Boeing/Airbus dispute.

The announcement and the publication of the legislative texts of a tariff suspension of 4 months is a more than welcomed sign. This suspension offers a helping hand to the EU dairy sector, a collateral victim of this long-running aircraft dispute. We trust that all parties will now continue to work towards a permanent solution before the next review, scheduled for summer 2021.

## EU Parliament endorses the Carbon Border Adjustment Mechanism

Last week the EU Parliament voted in favour of the creation of a Carbon Border Adjustment Mechanism (CBAM). The initiative aims at avoiding carbon leakage and shielding EU producers from cheaper imports from countries with weaker climate policies.

We gave our input to the EU Commission consultation focusing on the importance of ensuring compatibility with WTO rules and preserving the industry's competitiveness on the internal and external market. MEPs echoed our approach and insisted that the mechanism must be compatible with international trade rules and not be misused as a tool to enhance protectionism. At the same time, the proposal of ending the current scheme of free emissions allowances was deleted from the final text of the co-legislators. The EU Commission will present a legislative proposal on the CBAM in the second quarter of 2021 and plans to implement it from 2023.



## EU Commission publishes study on protected GIs

The EU Commission has published an evaluation study on the effectiveness and added value of the EU Geographical Indication (GIs) framework, which protects the name of more than 3.000 EU agri-food products in the internal market.

More than 300 denominations of our iconic European dairy products are protected, like Gorgonzola, Allgäuer Emmentaler, Jihočeská Niva or Imokilly Regato – see the full list on the official EU Commission [‘eAmbrosia’ website](#).

The evaluation highlights the effectiveness of the GIs framework in protecting EU producers, promoting the cultural heritage of the European agricultural production, and ensuring coherence with other EU and national policies on food safety, internal market, and trade.

A review of this EU Quality Policy has been announced by EU Commission president Ursula von der Leyen in December 2019 with the ambitious goal to adopt the new legislative framework by the end of 2021.

## Your favourite Dairy Product?

*I love all types of cheese and I cannot help but surrendering in front of a piece of Gorgonzola.*



**Giuseppe Ambrosi**  
Ambrosi SpA

## EDA webinar on nutrition & environmental topics

We started a series of EDA webinars on the interlink between nutrition and environment topics, with presentations of the new Danish dietary guidelines, which now include a single environmental criteria, and a new French “green claims initiative” (private led; so-called ‘Eco-Scheme’).

The exchange and discussions helped to better understand these new schemes, scientifically and politically, and to assess the potential impact at national and European association level, and at company level.



It was great to be able to bring together the expertise on nutrition and environment of our membership in this webinar with presentations by **Merete Myrup Christensen**, Director of Dairy Nutrition - Danish Agriculture & Food Council, chair of our EDA SAB DNH (scientific advisory board dairy nutrition & health), and **Pierre Barrucand**, Environment Senior Manager – ATLA, French Dairy Processors Association, co-chair of our EDA Sustainability WG. The discussions were chaired by **Stephan Peters**, Nutrition, sustainability and health at NZO, Dutch dairy organisation, vice-chair of our SAB DNH, and **Sanne Dekker**, Researcher Environmental Impact Assessment - Corporate R&D, FrieslandCampina, co-chair of our Sustainability WG.

## Dairy animal welfare practices in Europe



In preparation of the revision of the existing animal welfare legislation that was announced via the EU Farm to Fork strategy for 2023, the European Commission and the European Parliament have started to explore ways to further increase animal welfare standards across the EU and to establish an EU wide 'animal welfare' labelling.

The dairy industry is fully aware of the importance that is attached to the well-being of dairy cows by all parts of the chain, from farmers to consumers. We are, also via our EDA Animal Welfare Task Force co-chaired by **Dr med vet Olivier Espeisse (CEVA)**, in contact with the competent EU services, both in the European Commission and the European Parliament, to promote dairy cow welfare across Europe.



## School Scheme 2021: Where the money goes

In the framework of EU support to Member States for school fruit and vegetables and for school milk, commonly known as School Scheme, this week the EU Commission published the definitive allocation for the programs for the period from 1 August 2020 to 31 July 2021 and from 1 August 2021 to 31 July 2022.

Regarding the total definitive allocation for the school milk scheme, from one year to another there will be an overall budget reduction of 4 million euros.

Analysing the figures per Member State, there are quite some differences among countries in terms of the proportion of the budget allocated to each scheme: Sweden destines the 100% of its school scheme budget to milk, France earmarks half of its budget to each of the schemes, while in Germany one third of the budget goes to the milk scheme, which is the EU average. Access the official publication [here](#).

## EU Promotion Policy

The EU Commission is in the process of reviewing the EU agricultural promotion policy "with a view to enhancing its contribution to sustainable production and consumption, and in line with the shift to a more plant-based diet" as announced by the Farm to Fork strategy.

We have made a clear statement within the first step of the official consultation process: the EU promotion policy of the EU must be used to support all agricultural sectors in order to achieve two goals:

On one hand, to create the added value for agri-food products in our Union and worldwide that European agriculture deserves and needs. On the other hand, to strengthen the awareness of the environmental and social sustainability of our EU food production, in all food categories, today, at EU and world level.

Only with a strategy focused on these two axes, the EU Promotion Policy can integrate the European Green Deal ambitions and sustain the sustainability efforts of the whole EU agri-food chain.



### European Dairy Academix: “Engaging Europe”

Even in these times, we continue our “European Dairy Academix” initiative to facilitate the visit of students from different universities to Brussels and the European institutions. Last week, we were invited to this year’s virtual “Engaging Europe” Program of the Spain’s University of Navarra Master’s degree in Political & Corporate Communication.



### Dairy Science and Technology Symposium

Between the 21<sup>st</sup> and the 25<sup>th</sup> of June 2021, the online conference ‘Dairy Science and Technology Symposium’ will bring the dairy science community together to debate the future food system and the role of dairy in it, with keynote speakers from the world of academia, industry and NGOs.

The event is an initiative between researchers from Aarhus University, University of Copenhagen, Agricultural University of Athens, University College Cork, Wageningen University, Arla and FrieslandCampina.

Sign up for it [here!](#)



### Food for Europe: The new agri podcast from the European Commission

The European Commission’s Directorate-General for Agriculture and Rural Development has launched a new podcast, **Foor for Europe**, bringing stories, interviews and in-depth analysis on agriculture and rural development.

On its first episode, **Commissioner for Agriculture Janusz Wojciechowski** participated in the debate on whether the EU is on the right track to build an organic future, and what are the challenges ahead.

Click [here](#) to listen to the episodes, available in English, French and German!



### Whey for living: Everything you need to know about whey protein

Powered by the European Whey Processors Association (EWPA), [Wheyforliving.com](#) aims at ensuring that discussions about whey proteins are science-based knowledge rather than myths. You will also find articles, recipes and tips to make whey protein part of your daily diet. Go check it out!

whey. for living. for life.