

A political success story on a divided island

Halloumi Cheese registered as PDO

On April 12, the European Commission registered Χαλλούμι/Halloumi/Hellim cheese as a Protected Designation of Origin (PDO), which protects this name across the EU. From 1 October 2021, only Halloumi cheese produced in Cyprus will be allowed to use the registered name across the Union.

The registration is a clear political topic: protecting Halloumi cheese with a Geographical Indication (GI) has longly been touted by the European Commission at highest level, involving former European Commission President **Jean-Claude Juncker**, since this project has been seen as a critical element to advance the strengthening of the cooperation throughout the whole island of Cyprus. That's why the EU Commission adopted a complementary measure allowing the new PDO product to cross the "Green Line", providing that the cheese and milk from which the product is made meets all EU animal and health standards, while also setting out conditions for its trade.

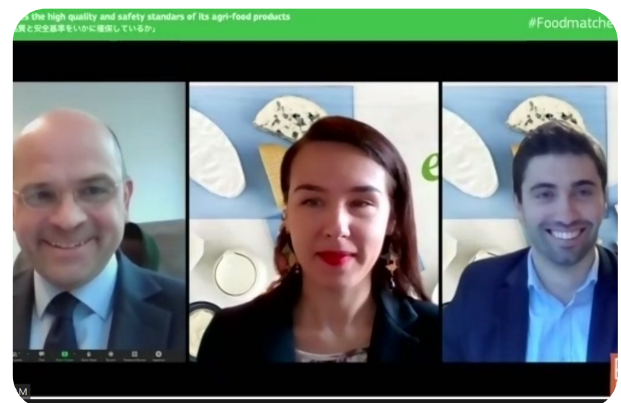


Promoting EU dairy excellence:

EU-Japan seminar counts on EDA expertise

As the voice of the EU milk processing industry, we are grateful to the EU Commission services to invite EDA to participate in the EU-Japan seminar on how the EU ensures high quality and safety standards of its agri-food products, which took place on 19/20 April 2021. This EU Commission event counted with the presence of Japanese authorities' representatives, major retailers and distributors, HoReCa sector, consumer organisations and agri-food media.

Our Secretary General **Alexander Anton**, our Policy Officer for Trade & Economics **Iñigo Lizarraga** Torrano and our Policy Officer for Food, Environment & Health **Maria Libertini** presented the EU safety and quality excellence practices for milk & dairy. In addition, they gave the latest updates on topics such as the EU organic milk production, the state of play of the protection of dairy terms and the EU Geographical Indications (GIs).



We are proud of the contribution of our dairy sector to the outstanding quality and safety standards achieved in the EU today, and we were glad of this opportunity to introduce to a broad range of stakeholders our European dairy excellence, which constitutes a global benchmark beyond standards. Find more information about the programme of the seminar [here](#).



Methane emissions

Joint FEFAC-EDA-UECBV webinar

The potential of methane reduction strategies in the livestock sector was the subject of our joint FEFAC-EDA-UECBV webinar of last week. With the participation of **MEP Asger Christensen** (Renew Europe, Denmark), EP rapporteur for the EU Methane Strategy, this high-level event gave the opportunity to discuss the benefits of appropriate animal nutrition in reducing methane emissions from enteric fermentation, as well as to highlight the wider agro-ecological services provided by ruminants in Europe, in particular for grasslands maintenance, biodiversity protection and carbon sequestration.



Ms **Anna-Karin Modin-Edman**, Senior Sustainability Manager at Arla Foods, represented EDA and participated to the panel debate together with high-level experts from the scientific, farming and industry sectors. As highlighted in Anna's intervention, the dairy sector is fully committed to the climate cause. EU dairy has already significantly reduced its emissions in the past decades, becoming one of the best in the world in terms of carbon intensity per litre of milk, and is willing to proactively contribute to the new climate targets. But there is more than just climate: the EU dairy sector contributes also to the preservation of other environmental goods such as biodiversity, land and water protection, and we are working for enhancing the sequestration of atmospheric carbon by dairy pastureland all over the Union.

EU Parliament and Council reach a provisional agreement on the Climate Law

This week, the Council and the European Parliament's negotiators reached a provisional political agreement on the Climate Law. The Regulation, aimed at enshrining into law the carbon neutrality target for 2050, will be the first legislative outcome of the EU Green Deal, followed by the revision of many other laws before end of this year, in an effort to align the EU legislations to the new climate and environmental objectives.

In addition to the 2050 target, the provisional agreement introduces, amongst others, a 55% GHG reduction target for 2030, an intermediate target for 2040, a GHG budget and the establishment of European Scientific Advisory Board on climate change. It also highlights the need to enhance the EU's carbon sink through a more ambitious LULUCF regulation, for which the Commission will make proposals in June 2021.

The dairy sector is committed to contribute to the climate targets and European dairies are frontrunners when it comes to climate action. However, climate is not the only indicator for environmental sustainability, and we are in favour of a more holistic approach towards environmental and climate protection that avoids negative trade-offs on other environmental components such as water, soil and biodiversity.

With our Dairy Product Environmental Footprint project (Dairy PEF) we have shown the way towards a full environmental assessment for milk and dairy that has been approved by the EU Commission (DG ENVI), all 27 EU member states and an independent international panel. Find out more:



Mercosur and the European Union

EDA, as part of an European trade association coalition representing several sectors, is closely following the steps in the ratification process of the EU-Mercosur Trade Association Agreement. Months ago, some EU Member States paralysed the mentioned ratification process manifesting some doubts and requesting additional clarity on the implementation of sustainability provisions in this agreement.

Since then, EU institutions are working to find a way to proceed with the agreement ratification. From a dairy perspective, we support the EU-Mercosur agreement which is expected to increase overall European exports to the Mercosur region by 52%. As for dairy products, after the entry into force of the agreement, the current European export tariffs to Mercosur between a 18% -for infant formula- and a 28% -for cheese & milk powder-, would be considerably reduced and even suppressed.

In this context, we are working together with the coalition to smoothen the ratification process and we are active in several high-level meetings with representatives of institutions of both sides of the Atlantic. This week, for instance, the coalition holds a meeting with H.E., the Ambassador of Argentina in Brussels, where **Luis Calabozo**, CEO of our Spanish member FENIL, and chair of our CAP Task Force will represent EDA.

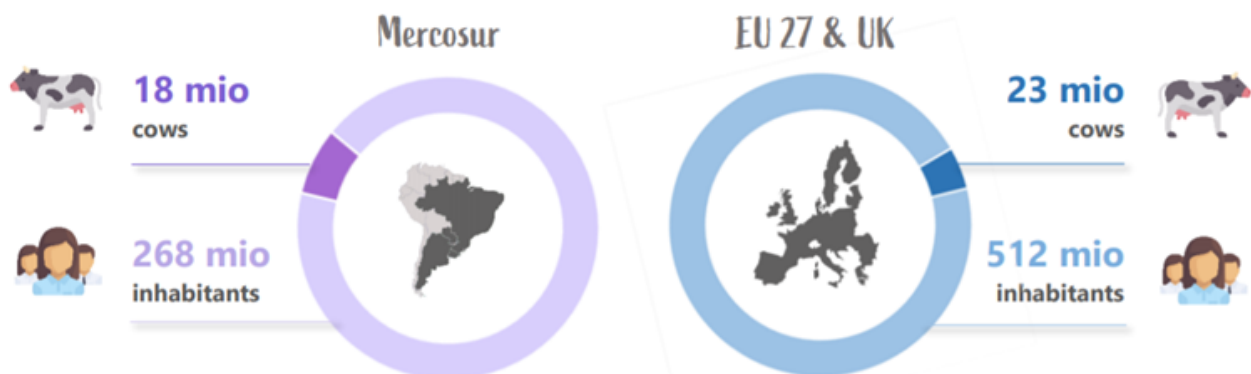
Read [here](#) our Trade Focus on Mercosur.

EU-Chile:

Opportunities ahead

We welcome the progress that is being made in the EU-Chile free trade negotiations. The tenth round of talks is ongoing, and we are hopeful that an agreement can be sealed in the coming months.

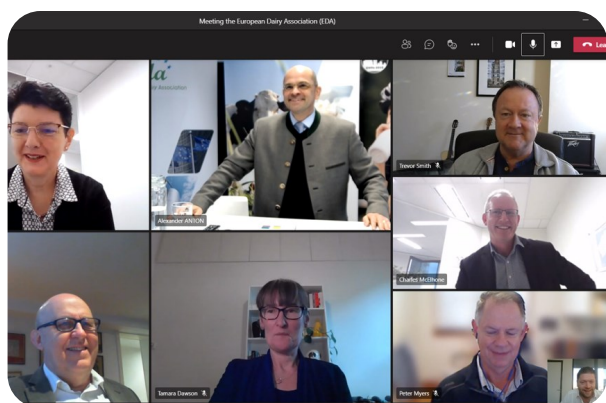
An updated agreement will strengthen our foothold in the South American markets and fits our strategy of diversification. Chile has itself a great dairy culture and is currently 96% self-sufficient in milk production with a production of around 2.6 million tonnes. EU cheese exports are among the top 5 of EU Agri-food exports to Chile.



EDA goes Down Under

EDA Secretary general **Alexander Anton** and Head of Trade and Economics, **Laurens van Delft**, met virtually with a delegation of Dairy Australia. The Australian delegation was led by Charles McElhone, General Manager - Trade and Industry Strategy and his team of trade specialists, Catherine Taylor, Tamara Dawson, and Peter Myers.

This meeting gave both parties an excellent opportunity to discuss global developments in the dairy sector, including market opportunities, trade barriers, and the ongoing EU-Australia FTA negotiations. Differences remain, e.g. on the topic of geographical indications, but it was overall a fruitful meeting. EDA and Dairy Australia are committed to continue our dialogue in consecutive meetings.



The European Livestock Voice to meet with First Executive Vice-President Frans Timmermans

Now that we are getting closer to one year since the publication of the Farm to Fork Strategy and that we approach a positioning of the European Parliament on the issue, EDA as part of the European Livestock Voice will meet First Executive Vice-President **Frans Timmermans** next month for an exchange of views on the transition towards a more sustainable food system, one of the objectives of the EU Green Deal.

As a collective representing a group of a dozen Brussels-based organisations along the livestock value chain, the European Livestock Voice highlights its vital role in the European agricultural sector as a part of the solution “for creating a fair, healthy and environmentally-friendly food system in the EU”, while remaining the engine of employment and economic vitality of rural zones.



Food Labelling:

“Empowering Consumers to Make Informed Choices”

More and more, consumers tend to make more health-conscious food choices, going for nutritious options and examining the labels, a tendency that supports our healthy and nutritious dairy products. Next 29 April at 10 AM CET, SME Connect will organize a webcast that will bring together consumer advocacy, food operators and EU legislators. Hosted by **MEP Christine Schneider** (EPP, DE), the webcast will explore strategies that will improve nutrition labelling and empower customers to make informed food choices. [Click here](#) to register!

