

EDA – Fonterra roundtable in Brussels

EDA President **Giuseppe Ambrosi** and EDA Board member **Albert de Groot** (CEO Vreugdenhil Dairy Foods, NL) welcomed Fonterra CEO **Miles Hurrell** in our EDA offices for an in depth exchange on the common challenges for the New Zealand and the EU dairy sectors.

“The global milk market situation allows Fonterra to come back to a milk price level that we had not reached for the last 7 years. We see a strong structural global demand for dairy,” stated **Miles Hurrell**.

“The dairy outlook for the demand at world level is very positive. We have to make sure that this global demand for premium dairy can be satisfied with the most sustainable dairy. And here, Fonterra and the European lactosphere are the frontrunners,” concluded EDA President **Giuseppe Ambrosi**.

The new Common Agricultural Policy: Tackling the challenges ahead

In the following weeks a new chapter for EU Agriculture begins: the new Common Agricultural Policy (CAP) is to be approved by the European Parliament in its upcoming plenary meeting. The new policy is set to ensure a more sustainable and robust market-oriented future for EU agriculture.

With the new delivery model and the national strategic plans, the new CAP is tailored to integrate the EU agricultural sector into the overall EU Green Deal ambitions.

As the European Dairy Association (EDA), we made our voice count in each step throughout the long legislative process.

Dairy is among the EU’s top agricultural sectors and the new CAP, specifically the Common Market Organization (CMO) Regulation, will give dairy farmers and their processors, both cooperatives and privately owned dairies, from 2023 on, the right basis and support they need to master the new challenges.

European Dairy Association @EDA_Dairy · Oct 27
Insightful meeting today between @EDA_Dairy President Giuseppe Ambrosi and @Fonterra CEO Miles Hurrell (@mwhurrell).

🇪🇺 🇳🇿 The EU and New Zealand are frontrunners in #dairy sustainability and run the dairy PEF project together ➡ bit.ly/3GomjJ7



Janusz Wojciechowski and 9 others

Fonterra CEO Miles Hurrell (left) and EDA President Giuseppe Ambrosi (right) in a meeting at EDA offices on 27 October 2021



EU Commissioner for Agriculture Janusz Wojciechowski (left) with EDA President Giuseppe Ambrosi (right) in our EDA Board Meeting on 30 September 2021



Dairy in Africa:

A backbone for development

In the framework of our EDA Africa Task Force, EDA attended a meeting on the next European Africa business forum (EABF). The EABF is planned for next February 2022 and the objective of the conference is to promote business opportunities within the African Union and to raise business issues to improve relationships between the two neighbouring continents. The meeting was hosted by DG INTPA and counted with the presence of relevant stakeholders of many sectors of the European Union interested in the progress and development of the two regions. In fact, the dairy sector was highlighted as an important pillar for Africa's economic growth and its overall value chain was qualified as a key sector here. We are working on our project of an "Africa Dairy Map", which will synthesize the most relevant dairy facts and make it easier to understand the specificities of each country of the African Union and its socioeconomic environment.



Hein Schumacher • 2nd
CEO at Royal FrieslandCampina
5d •



Very cool! Together with the ambassador of Nigeria to The Netherlands we opened a mobile dairy plant this morning. The installation will process locally produced milk in Nigeria into fresh yoghurt products. This mobile factory is a scalable concept and allows for smallholder farmers to connect to the fresh dairy market. A development that will make chains shorter, improves livelihood of farmers and enhances affordable nutrition in a key African country. Thank you [FrieslandCampina](#) team and looking forward to scale this up in the years to come. [#nigeria](#) [#frieslandcampina](#)



EU trade train:

Next stop – French EU Presidency

The upcoming French EU presidency seems to already cast its shadow ahead, bringing the EU trade train to a grinding halt. Free trade enthusiasts already saw the EU-Australia deal being set back after a dispute between France and Australia and the next deal with an agricultural powerhouse also seems to be put on ice. New Zealand's Prime Minister **Jacinda Ardern** announced that she would postpone her planned trip to the EU, a trip that was widely seen as the moment for a deal to be announced. A spokeswoman for the Prime Minister confirmed to the press that due to a range of reasons, including the best timing of negotiations, the trip has been deferred to 2022. Insiders don't expect any further progress on the EU's trade agenda under the French presidency, which falls together with the French Presidential elections. EDA has provided the European Commission with important insights during the various negotiation steps, but it is no secret that our enthusiasm for a deal with New Zealand is lukewarm, as the EU's market access offer for dairy seems more than generous.

The New Zealand – UK trade deal of October 2021 shows that a trade deal concluded under political time pressure, even with a close partner like New Zealand, can have disastrous consequences. "Make no mistake, this UK – New Zealand trade deal is a blow for UK dairy. At a time when the dairy sector is, quite rightfully, challenging itself to continuously raise its own sustainability credentials, this deal will reduce our control over the environmental footprint of UK food production," stated **Judith Bryans**, DairyUK CEO.

Read [here](#) our Trade Focus on New Zealand!



EU-China relations:

Chinese import rules remain unclear

A growing number of countries have expressed their concerns about new Chinese regulations on food imports, the so-called decrees 248 and 249. A coalition of China's main trading partners, among them the EU, UK, U.S., Canada and Japan, conveyed their worries about the new rules that should apply from the 1st of January 2022. The decrees cover a wide range of products, including infant formula, but the GACC's (General Administration of Customs of China) implementation remains a kind of an enigma. EDA has been in extensive contact with the relevant services in the European Commission, who have been more than helpful, but questions remain, and trade disruptions cannot be excluded. A substantial delay in the implementation of the rules seems the only viable solution.

Milk VS plant based beverages:

Facts over myths

Milk is a naturally nutrient-rich food, sometimes wrongly compared to plant-based beverages (PBB). But do PBB provide the same benefits as milk? The truth is that no PBB product can deliver the full nutritional benefits that milk provides naturally. Read our [Q&A on Milk VS plant-based beverages](#) to learn more.



Milk VS
Plant based beverages

EURACTIV Twitter chat:

"The resilience of European Agriculture and farmers in the face of COVID-19"

EDA was invited by EURACTIV, one of the most relevant digital media outlets in the EU bubble, to participate in a [Twitter chat](#) that took place last 27 of October as an online debate on Twitter on "The resilience of European Agriculture and farmers in the face of COVID-19."

Under the hashtag #eaAgriFood, the event was a perfect opportunity to show the resilience of the EU dairy sector throughout the pandemic among other key stakeholders participating, from farmers associations to MEPs from the European Parliament.

We highlighted how the EU milk and dairy sector proved essential during the health crisis and how dairy markets showed resistance despite the massive economic impact, with the EU dairy sector making every effort to keep shelves and fridges stocked with essential, nutritious and affordable milk and dairy products.



Natasha Foote @NatashaFoote · Oct 27

Some interesting graphs demonstrating dairy trade here, which seemed to be unaffected by the pandemic #eaagrifood



EURACTIV journalist Natasha Foote comments on a tweet by EDA as part of the conversation.

EDA Dairy Academix:

A visit from L'institut Agro - Agrocampus Ouest

Last Monday 8th of November our secretary general Alexander Anton welcomed professor **Marilyne Huchet** and professor **Frédérique Alban** from L'institut Agro – Agrocampus Ouest (Rennes, France), accompanied by a group of motivated students interested in the upcoming challenges and opportunities of the EU dairy sector.

The meeting allowed an intensive exchange on the future of dairy with the future generation of dairy professionals.

We are looking forward to welcoming you again!



EDA secretary general Alexander Anton (left)
professor Marilyne Huchet (centre) and
professor Frédérique Alban (right)

Oscar Meuffels moves on to Royal A-ware

After more than 10 years of committed work in the Dutch Dairy Association (NZO)

On 1 December 2021, **Oscar Meuffels** will leave the Dutch Dairy Association (NZO) to start a new chapter of his professional adventure: as from 1 February 2022, **Oscar** will lead the Public Affairs and CSR department at Royal A-ware in the Netherlands.

EDA wishes **Oscar Meuffels** all the best for his exciting new role and we thank him for his stunning work and commitment to the EU lactosphere.

Heel erg bedankt, Oscar!

Your favourite Dairy Product?

*"At any given time:
old Dutch Gouda cheese"*

Oscar Meuffels

