

CAP Strategic Plans: delays in 6 Member states

Out of the 27 EU Member States, 6 missed the deadline of 31 December 2021 and have not yet submitted their national plans draft. The new CAP will enter into force on 1 January 2023 and the European Commission needs to approve the National Strategic Plans by summer 2022.

The French Presidency of the Council of the EU has scheduled a debate on 21 March on the approval of the CAP strategic plans with the intention of boosting the process. At the same time, this week the European Commission has gathered the already available National Strategic Plans [on a dedicated website](#).

The EDA Secretariat is organizing a special workshop in March focused particularly on the CAP strategic plans with the objective of evaluating the added value for dairy and to check the potential impact on the EU internal dairy competition of the 28 strategic plans.

CBAM - Will it cover agriculture?

Presented by the European Commission last July 2021 as part of its Green Deal ambitions, the Carbon Border Adjustment Mechanism (CBAM) aims at reducing carbon leakage, ensuring that the price of imports in the EU reflects more accurately their carbon content. We know that the CBAM will be some kind of “replica” of the Emissions Trading Scheme (ETS) for certain products imported into the EU. For the time being, the following industrial sectors will be covered by the CBAM: cement, electricity, iron, steel, aluminium, and fertiliser production.

Nevertheless, in the past weeks the European Parliament has made several calls advocating for an inclusion of agriculture in the scheme. At EDA we are currently working on the trade and economic aspects of the new policy, following closely for instance its ambition to comply with World Trade Organization’s (WTO) rules. It is imperative that we ensure that European dairy remains competitive on the internal and external market across our journey towards carbon neutrality.

Mark the date:

EDA Dairy Policy Conference

Tuesday 15 March

Brussels, Belgium

The Green Deal with its Farm to Fork and Biodiversity Strategies and the new CAP with its National Strategic Plans are not only new elements of the European policy environment agriculture and dairy – they are setting up a completely new framework for our sector.

At our 15th of March 2022 conference our EDA President Giuseppe Ambrosi will have the pleasure to welcome DG AGRI Director General **Wolfgang Burtcher** who will share a high level overview on the new framework with us.

We will also have the honour to get an insight into the regional ambitions for the future of agriculture and dairy by Minister **Barbara Otte Kinast** (Lower Saxony) and Vice-President **Clotilde Eudier** (Normandy) – Lower Saxony and Normandy are two major European milk pools, European partner regions that have built up a solid record of cooperation, especially in the agricultural sector.

With **Anne-Catherine Dalcq**, vice chair of the young Farmers’ Organization CEJA, we have a young Belgian dairy farmer on the podium, who will voice the expectations of the “European Dairy – Next Generation”.

Dairy “alternatives” and their misleading environmental boast

The UK’s advertising watchdog (ASA) has banned the marketing campaign by Oatly, founding that its green claims were misleading and not based on scientific consensus. The brand has been accused of making dodgy claims when stating that ditching dairy is good for the planet, providing no evidence about the GHG reduction mentioned in the campaign.

In the EU, the European Commission is currently working on a regulatory framework for the substantiation of such environmental claims, in order to prevent greenwashing and base the communication of the environmental performance of products on robust scientific evidence. The methodology currently considered is the Product Environmental Footprint (PEF), which calculates the environmental impacts of products throughout their life cycle and across a broad range of environmental indicators (such as water use, land use, GHG emissions, etc).

EDA has worked closely with the Commission on this project, developing sector-specific rules for dairy, the [Dairy PEF](#), approved by the Commission and Member States and defined as the reference methodology for the dairy sector. Based on our PEF work, we have contributed to the Commission’s technical discussions and provided our input to the consultations, underlining how voluntary environmental claims should be based on the PEF methodology to be reliable and accurate.

Q&A:

Milk VS
Plant based beverages



EU - New Zealand: The devil is in the details

2022 seems to be the year in which the EU - New Zealand free trade negotiations will be finalised. EDA has followed these negotiations closely since their opening in 2018 and provided the European Commission with the necessary market insights. It does not come as a surprise that New Zealand has negotiated favourable market access conditions in its Free Trade Agreements, especially for dairy, with its main trading partners. On the global dairy markets, the EU dairy sector does therefore not compete on a level playing field in terms of Free Trade Agreements. Market access for New Zealand’s dairy exports is likely to form the capstone of the negotiations and EDA reiterates its call to the European Commission to remain vigilant, especially when it comes to access for whey and high protein milk derivatives which are considered some of the flagship products of the European dairy industry.

Ukraine launches safeguard investigation

The WTO circulated on 6 January 2022 the notification stating that Ukraine initiated a safeguard investigation into the import of certain types of cheese. Ukraine’s domestic industry asked for such an investigation, following increased imports between 2018 and the first half of 2021. In response, EDA contacted the relevant European Commission services in DG Trade, DG AGRI as well as the EU delegation in Kiev, following an initial discussion in September 2021. EDA offered full support to the European Commission, who on behalf of the EU requested to be registered as an interested party in defending the legitimate interest of our exporters.

“We don’t see any justification for the launch of such an investigation and even less for any safeguard measures. We trust that the European Commission will stand firm with the European dairy sector,” stated EDA Secretary General **Alexander Anton**.

Halal / حلال : Egypt's new monopolist

The announcement by the Egyptian government that, starting in 2022, a single Egyptian halal certification company must be used by all dairy exporters shipping to the market has erected a sizable, unpredictable, and costly barrier to trade.

No other market has imposed a sole source requirement that mandates the use of a single halal certifying company. Numerous other countries across the Middle East and Southeast Asia use dairy halal certification systems that work well and are widely used by European exporters as a valuable tool in helping meet customers' religious information needs. EDA therefore asked the European Commission to engage with their counterparts in Egypt and see if they can reach an outcome where Egypt allows for certification by multiple established halal certifying bodies.

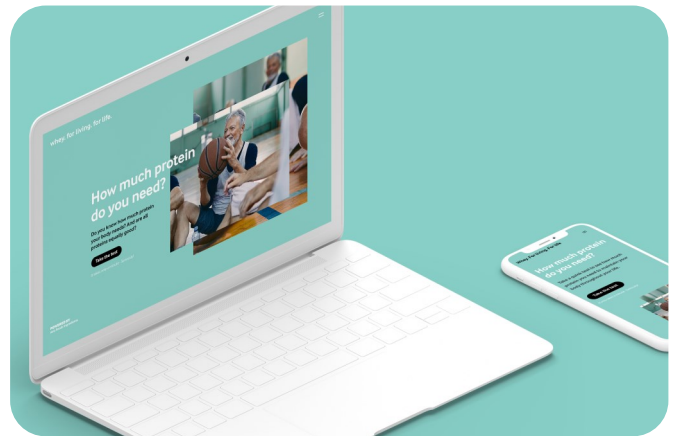
From the gym to the kitchen cupboard: Wheyforliving brings whey to your daily life

On 19 January, EWPA Communication Officer **Álvaro Ruiz** presented EWPA's successful communication platform, Wheyforliving, to the syndicate SYNFIL.

Álvaro gave an explanation on what is Wheyforliving, why it matters and how it is developed, highlighting how the project combines creative and high-quality content with a strong digital marketing strategy focused on raising awareness about the multiple benefits of whey protein.

Since its launch in 2020, wheyforliving.com has established as a source of knowledge for whey protein where consumers can learn extensively about whey in a fun and educational way, ensuring that discussions about whey protein are science-based rather than myths.

Be sure to check wheyforliving.com regularly for exciting content - from delicious and easy-to-make [recipes with whey protein](#) to the inspiring [story of Christoffer Hallund](#), an artistic gymnast who never misses his whey protein shake in order to build muscle strength and reach his goal of making the Olympic team. You can also take a [quick test](#) to see how much protein you need to maintain your body throughout your life!



Don't forget to follow Wheyforliving on:



Facebook: [Whey. For Living. For Life](#)

Instagram: [@whey.for.living](#)

EDA Dairy Focus: French EU Presidency

France, the second biggest dairy producer in the EU, has taken over the rotating presidency of the Council of the European Union since 1 January 2022.

As EDA president Giuseppe Ambrosi stated during his meeting with French Prime Minister Jean Castex last in July 2021, our unrivalled European dairy excellence cannot be explained without the French lactosphere!



EDA President Giuseppe Ambrosi (left), President of Italy Sergio Mattarella (centre) and French Prime Minister Jean Castex (right), July 2021.

You can read our France Dairy Focus [here](#), where you will also learn interesting facts about France's dairy landscape. Did you know, for instance, that France has 46 cheeses registered as Protected Designation of Origin (PDO)?



Your favourite Dairy Product?

I really like butter on a freshly baked piece of bread, and I enjoy a fermented milk product every morning with my breakfast. However if I should pick one favorite dairy product I think it must be a yellow cheese - semi-hard to hard and medium ripened – preferably accompanied by a good glass of wine.

Jørgen Hald Christensen
CEO Danish Dairy Board



Being a Dairyman myself, it is difficult to determine my preferred dairy product, however I am a huge fan of any kind of moulded cheeses, though my favourite is a well-ripened Danish Blue Cheese, preferably on ryebread with butter, aside a glass of cold organic milk.



Christian Bruun Kastrup
SEDAN Secretary General