

Arla rewards climate action on farm with new incentive model

Last week Arla Foods presented its new [sustainability incentive model](#) that rewards climate action on dairy farms. Arla's Chairman **Jan Toft Nørgaard**, together with CEO **Peder Tuborgh** and EVP and Head of Agriculture and Sustainability **Hanne Søndergaard**, unveiled the new system that will help Arla's farm owners to meet the 2030 emission reduction targets on farm. The point-based scheme provides farmers 3 euro cents more per kilo of milk for sustainability activities. Farmers can collect points based on their activities on the model's different levers, such as feed, fertilisers efficiency, manure management, biodiversity, carbon farming and use of renewable electricity.

The carbon footprint of the European dairy sector is already one of the lowest globally and we are proud to be the frontrunners on environmental action. Nevertheless, we are willing to step up our efforts to contribute to the environmental and climate goals, and we established in 2018 the [Dairy PEF](#) for assessing and improving our environmental performance.



Arla's CEO Peder Tuborgh presenting the new Arla sustainability incentive model in a dairy farm.

EDA meets with Director Pierre Bascou (DG AGRI)

EU Commission's DG AGRI Director **Pierre Bascou** (AGRI.B, Sustainability) will take over as of next month the directorate E (Markets) of DG AGRI, and will hence be in charge of the EU milk markets, among other tasks. In our EDA meeting with him last week we discussed some of the upcoming legislative proposals, especially different food labelling dossiers, but also the our European dairy commitment to 'net zero' and our way to reach our goals.

"Our takeaway from our exchange with Director Pierre Bascou was that he and his team are very well aware of our concerns. In a very constructive discussion, we were able to touch on a series of dossiers that will take some prominent space, both in the public domain and in the Brussels institutional circles, over the coming months. We are looking forward to our future cooperation and congratulate the directorate E of DG AGRI to his new leader," summarized **Julia Faure**, EDA food law officer.

Civil Dialogue Group on Milk: EU dairy agenda, Ukraine and energy crisis

In the context of last week's Civil Dialogue Group on Milk, the competent services of DG AGRI organized a complete *tour d'horizon* on the Brussels dairy agenda, including the revision of the EU School Scheme, the revision of the Industrial Emissions Directive (IED), or the imminent proposal of the new food labelling rules (front-of-pack nutrition labelling and national origin labelling).

DG AGRI also gave the floor to **Maks Fatseyev**, the dairy lead of INFAGRO in Ukraine, for a live update from Kyiv on the situation of the Ukrainian dairy sector. In addition, our EDA Secretary General **Alexander Anton** was invited to present the huge impact of today's energy crisis on the EU *lactosphere*.



EU Geographical Indications revision: What role for the EUIPO?

The European Parliament's Agriculture Committee (COMAGRI) discussed last week the role of the EU Intellectual Property Office (EUIPO) in the EU Commission's revision proposal of the EU quality scheme. It became clear that the COMAGRI, as many EU member states, has an evident preference to entrust only administrative tasks to the EUIPO in the management of EU agricultural Geographical Indications (GIs).

During last Monday's meeting of the experts of the Special Committee on Agriculture (SCA), the Czech Presidency presented two possible options to proceed regarding EUIPO role in GIs: on the one hand, only delegating administrative tasks to the EUIPO, while the legal responsibility for other tasks would remain with the EU Commission. On the other hand, that the European Commission provides its agricultural expertise for those tasks where such expertise would be needed.

Member state delegates stressed, in line with EDA's position, that GIs are very different from trademarks and that their purpose is to maintain the quality of a product and the quality of manufacture.

The draft report by the European Parliament's rapporteur on the dossier, **MEP Paolo De Castro** (S&D, Italy), is scheduled to be presented next 8 November in the COMAGRI.



Front-of-pack nutrition labelling: the fine line between empowering and confusing consumers

EDA was invited yesterday 12 October to the roundtable 'Empowering Consumers – FoP labellings reform,' organized by the European Parliament's group Renew Europe, Competere and Ciudadanos, and hosted by **MEP Jordi Cañas** (Renew Europe, Spain).

The event enabled a very well-timed discussion in the light of the upcoming legislative proposal from DG SANTE on food labelling, especially on Front-of-pack (FoP) nutrition labelling.

MEP Herbert Dorfmann (EPP, Italy) underlined the approach chosen in the Farm to Fork strategy: "Nutri-Score is already a reality, but our discussion is about the need of EU rules and a transparent system."

MEP Georgios Kyrtos (Renew Europe, Greece) and **MEP Jordi Cañas** (Renew Europe, Spain) both voiced their critics on the Nutri-Score system, highlighting the importance of consumers' education.

Professor **Pietro Paganini**, founder of Competere, stressed that we have seen adaptations of the Nutri-Score algorithm after discussions at political level, while any nutrition labelling should be purely science-based. As he remarked, "it is knowledge that empowers consumers, not logos."



MEP Herbert Dorfmann (EPP, IT), Professor Pietro Paganini (Competere), MEP Jordi Cañas (Renew, ES), MEP Georgios Kyrtos (Renew Europe, GR)

Politics meets Nutrition Science: Roundtable on Front-of-pack (FoP) nutrition labelling

The announced proposal for a Front-of-pack nutrition label at EU level induces a huge political momentum in Brussels – and rightly so, since it will be very difficult find a science based and transparent methodology, that really empowers consumers to make the right decisions.

Coming up on 26 October, European Parliament's Vice President **Pina Picierno** (S&D, Italy) will open together with the Czech EU Presidency a roundtable in the European Parliament to discuss nutrition science and the front-of-pack nutrition labelling.

Within an outstanding speakers' list, Dr **Stephan Peters** from our EDA Dutch member NZO will contribute to the debate with his presentation on how can we empower consumers to follow healthy, varied and balanced diets.

MEP Christine Schneider addresses food security in times of crisis

As chair of the SME (small and medium sized enterprises) Connect group, MEP **Christine Schneider** (EPP, Germany) hosted a Working Group meeting on Health & Nutrition last Tuesday. In her opening speech, she flagged up once more her call on the European Commission to reconsider the prioritization of the European legislative agenda: "Sustainable food systems are of paramount importance, and there are some potential 'quick wins' like decreasing the incredible amount of food waste. Here, we are really looking forward to the proposals of the European Commission by the end of this year. On the other hand, in times of crisis of today's magnitude, I would expect the European Commission to focus more on swift action to secure food affordability at European and global level. Affordable high-quality food was never a given at global scale, and it is not a given any more in Europe today."

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EDA 2022 Annual Convention: Milk & dairy, essential for your life

Only 6 weeks to go for our much-awaited EDA 2022 Annual Convention, 'Milk & Dairy – Essential for your life!'

During two days, on 24 and 25 of November, Madrid will become the dairy capital of Europe – dairy professionals and key stakeholders from the European and global dairy sector will be traveling to the Spanish capital for a high-level discussion on the importance of the dairy sector as a key contributor to economic resilience, affordable nutrition, and sustainable food systems.

We will have the honour to count on **Spanish Minister of Agriculture Luis Planas** as speaker, together with **Mary Ledman**, Head of Dairy Strategy at Rabobank, **Piercristiano Brazzale**, President of the International Dairy Federation, and **José Armando Tellado**, CEO of CAPSA Food, among others.



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EDA Dairy Academix: Visit of the students of Irish College Leuven

In the framework of facilitating the visit of students from different universities to Brussels and to the European institutions, last Tuesday we invited students from the Irish College Leuven Bachelor's Degree in Agriculture to our EDA premises.

Ms **Fabienne Alcaraz**, Market Officer from the European Commission's DG AGRI Unit of Animal Products, gave the students a concise overview of the goals and technicalities of the new Common Agricultural Policy (CAP) for the upcoming period (2023-2027), highlighting especially the CAP support tools for young farmers.

Iñigo Lizarraga, EDA policy officer, presented the European *lactosphere*, the market situation and the pathways for the future of European dairy.



EDA Secretary General Alexander Anton with Fabienne Alcaraz (DG AGRI), Professor Ian McMaw, and Professor Elizabeth Earle.

Your favourite dairy product?



"My favorite dairy products are a cold glass of hay milk from Vorarlberg and a ripe Camembert of Normandy (PDO) with a fresh baguette"



Wolfgang Burtscher
Director General, DG AGRI,
European Commission

"My favourite dairy product is Roquefort. Its strong character is even more enjoyable when eaten with butter, a baguette, and accompanied by a glass of red wine"



Pierre Bascou
Incoming Director for Markets,
DG AGRI, Directorate E