

2023 Forum for the Future of Agriculture: "Fixing tomorrow, today"

"The future will be green or there will be no future for us," stated former European Commissioner for the Environment **Janez Potočnik** in his opening speech of the Forum for the Future of Agriculture 2023.

"Rethinking industrial models to achieve a green future for all - this is the phrase to remember from this forum".

The unrivalled speakers' list included First Executive Vice President **Frans Timmermans** and **Catherine Geslain-Lanéelle**, Director of Strategy and Policy Analysis at DG AGRI.

First Executive Vice President Frans Timmermans listed the already launched legislative initiatives in the context of the Green Deal implementation and called for a science and fact-based discussion. Director **Catherine Geslain-Lanéelle** highlighted the role of farmers, of agriculture and of the Common Agricultural Policy in the transition process.

"European Dairy: Opportunities and Challenges"

Our friend **Agnieszka Maliszewska**, Director of the Polish Chamber of Milk, organized jointly with Ms **Magdalena Montagu** (Polish Agricultural Ambassador in Brussels) a high-level conference on the opportunities and challenges of European dairy with Ambassador **Andrzej Sadoś** (Permanent Representative of Poland to the EU), Ms **Brigitte Misonne** (Head of Unit DG AGRI), Polish Secretary of State **Ryszard Bartosik** and Prof. **Andrzej Babuchowski**, the Chairman of the Board of the Institute of Innovations of the Dairy Industry, who gave an excellent lecture on the latest developments in the Polish 'laktosfera'.

In his key note speech, EU Commissioner **Janusz Wojciechowski** focused on the new CAP, the impact of the Russian war in Ukraine and the current situation of the Polish dairy sector.

A huge 'dziękuję bardzo' to Agnieszka and Magda!



Agnieszka Maliszewska, Director of the Polish Chamber of Milk, during her speech



Mandatory Origin Labelling for Milk: MIV Milk Summit in Brussels

This week at the Embassy of Saxony-Anhalt in Brussels, Agricultural Minister, Member of the Committee of Regions and former MEP **Sven Schulze** steered together with the President of Milchindustrie-Verband **Peter Stahl** (Hochland, Germany) a high-level discussion on the pros and cons of a mandatory origin labelling scheme for milk, as proposed in the Farm to Fork Strategy.

MEP **Peter Jahr** (EPP, Germany) highlighted his full support for the idea of a mandatory 'EU/non-EU' label: "I am the greatest defender of origin labelling, but when it comes to national or regional origin labelling, a voluntary scheme within a harmonized and clear EU framework would most probably be the best option."

Ms **Esther Winterhoff**, the German Agricultural Ambassador in Brussels, pointed out the need to take into account the citizens' expectations and the advantages of increased transparency.

"There is still time for the European Commission to propose a balanced legal framework and all of us here are ready to engage in a constructive dialogue at regional, national and European level," concluded Minister Sven Schulze.



Saxony-Anhalt Agricultural Minister Sven Schulze (left) and EDA Secretary General Alexander Anton

Dairy exports: state of play

EDA participated in the latest meetings of the EU's Market Access Advisory Committee (MAAC) and Market Access Working Group on Sanitary and Phytosanitary issues (SPSMAWG).

Our membership with these advisory bodies gives us a direct line of communication with the relevant services in the EU Commission and an opportunity to address the increasing number of technical and sanitary barriers that our exports face.

We as EDA highlighted challenges in the Indo-Pacific region, mainly India and China, as well as opportunities, e.g., the reopened trade negotiations with Thailand. We furthermore discussed developments in the GCC region, Brazil and in Australia.



Lise Andreasen Høyer, DDB (Danish Dairy Board) and our EDA TEC Co-Chair (right) with EDA Director of Trade & Economics Laurens van Delft

DG TRADE: 6th EU-Ukraine Civil Society Forum

EU Commission's trade services hosted last week the 6th EU-Ukraine Civil Society Forum, where different business organisations, environmental groups and civil society organisations from the EU and from Ukraine met virtually for an exchange with officials from the EU Commission.

As EDA, we clearly flagged up our support for the continuation of the 'zero quota, zero tariff' approach of the EU Commission when it comes to Ukrainian dairy exports to the EU. It goes without saying that we expect the respect of the reciprocity principle in a pro-trade approach.



Animal Welfare: EFSA opinion on calves

Earlier this week, the European Food Safety Authority (EFSA) published its scientific opinion titled "Welfare of calves", after being asked to provide a description of 'common husbandry systems and their welfare consequences.' EFSA adds that their scientists are currently finalizing assessment work on the welfare of dairy cows, which should be available soon. Better animal welfare is one of the objectives of the Farm to Fork Strategy and its intention to make agriculture more sustainable. Within the revision process of the EU Animal Welfare legislation, a proposal from the European Commission is expected in the third quarter of 2023.

See the EFSA opinion [here](#).

EU Promotion Policy AWP 2024: EDA's priorities

The EU promotion policy for Agriculture is designed to support and promote the EU's agricultural sector and enhance its competitiveness worldwide.

The recently adopted 2023 Annual Work Programme (AWP) reaffirmed the original EU promotion policy objectives by rejecting the sub-criterion discriminating against red meat and alcoholic beverages.

In EDA's annual contribution to the EU Commission to design the EU promotion policy's AWP 2024, we pointed out our priorities: first, the 2024 AWP should follow the 2023 AWP steps and serve the essence of the EU promotion policy. Second, all sustainable agricultural practices (conventional and organic) should be supported in accordance with their market importance. Third, EDA calls for the restoration of the annual budget to a minimum of 200 million euros to provide the European dairy sector with a critical tool for ensuring the competitiveness of EU agriculture. And fourth, we call on the European Commission to consider the current geopolitical uncertainties, retain agility and flexibility, and establish a mechanism to facilitate shelving projects in target countries or even changing the target country itself if these are or are likely to be affected.

Only with a strategy focused on these priorities the EU promotion policy can integrate the European Green Deal ambitions and sustain the sustainability efforts of the whole EU agri-food chain.

Delivering the CAP post-2027

The importance of the Common Agricultural Policy (CAP) for the European dairy sector was highlighted by our EDA Chair of the CAP Task Force, **Koert Verkerk** (FrieslandCampina), in its last meeting. Koert presented the first ideas for paving the way for an internal brainstorming session to discuss the future CAP post-2027. The current timeline of the European Commission indicates that the European Commission will start internal discussions on the future of the CAP post-2027 very soon. Furthermore, EU Commissioner for Agriculture, **Janusz Wojciechowski**, mentioned some weeks ago that he would prepare some guidelines highlighting his priorities and considerations for the next CAP by the end of 2023. That is why, to provide timely input to the European Commission on the matter, EDA will organize a workshop with its members to set the priorities of the European lactosphere for the new CAP to come.

Milk Market Observatory: a horizon full of uncertainties

The Economic Board of the Milk Market Observatory (MMO) of the EU Commission meets quarterly and forms the backbone of the EU Milk Market Observatory. Last week, the observatory analyzed past and present trends at European and global levels for topics like milk production, supply and demand, production costs, and market developments. The EU Commission presented an overview of EU dairy production and prices and pointed out that currently, prices of energy supplies are going down, contributing to a decrease in feed prices, and therefore slowly changing the trends of the last months' high prices stabilizing the markets and smoothly coming back to normality.

However, **Monika Wohlfarth**, the chair of our EDA's MMO task force contributed to the discussion by presenting EU dairy stock levels, and highlighted that we are now in a scenario full of uncertainties and suggested being cautious when extracting conclusions of the current trends in the markets.

June's EWPA Open Session the Netherlands

Hosted by the Dutch EWPA members VanDrie Group, Fonterra, and FrieslandCampina, the 2023 EWPA Summer General Assembly will be held in Uddel (the Netherlands) in mid-June 2023.

The "Open Session" will take place at the headquarters of ALPURO Breeding N.V. on 14 of June. The session will be divided in three parts focusing on: "The future of livestock & dairy", "The new & next in whey" and "Our whey world 2023," with interventions by top level members of major companies and H.E., the New Zealand Ambassador to The Netherlands, Ms **Susannah Gordon**.



DatumLocus - Dairy Expertise Meets Data Science

"My colleagues have created a single resource for dairy data and analysis. In DatumLocus, you have at your fingertips a one-stop shop for reliable, updated information on production, consumption, imports, exports and prices of milk and dairy products," says our friend **Trevor Smith**, adviser to [DatumLocus](#).

And, indeed, the easy-to-navigate dashboards with weekly, monthly, and annual figures and forecasts provide excellent data derived from hundreds of sources around the world.

