



# EDA/ASSIFONTE Annual Convention 2017 28–30 September, Stockholm

The European Dairy Association (EDA), ASSIFONTE and LRF Dairy Sweden, invite you to join the EDA/ASSIFONTE Annual Convention 2017, held in Stockholm (Sweden), under the headline ‘European Dairy: Local Roots & Global Business’.

**T**he European Dairy Platform, flagship event of the Annual Convention, will be THE opportunity to dive into a high-level discussion on our dairy industry, on Friday 29 September.

Swedish Secretary of State, Elisabeth Backteman, has accepted our invitation to outline for us the ‘National Food Strategy for Sweden’ that was approved this summer. The Swedish government has set up a national strategy for more jobs and sustainable growth of the Swedish food sector based on two pillars: productivity and sustainability.

## ‘Local Roots for Global Dairy: policy and competitiveness’

The first session chaired by the Director of the Milk department of the German Farmers’ Association (DBV), Ludwig Börger, will offer a unique opportunity to exchange on the future of dairy and food in a European context, along a concrete national strategy.

Annette van Velde (a Dutch dairy farmer and member of the Council of the European Dairy Farmers) will highlight how dairy farmers can adapt to the national policy frameworks, while Thomas Magnusson (Chair of COGECA) will share his insight from a EU perspective and the president of the Young Farmers Association (CEJA), Jannes Maes, will make sure that we keep on track for the future of farming.

## ‘Global Trade for Global Dairy’

The international trade landscape has changed tremendously over the past years. For the European dairy industry, international trade is – besides the EU Single Market – the key for continuing our success story in the future. In times of a high level of geopolitical variables, continued European leadership is paramount for dairy, for Europe and for the global community.

In the session moderated by Catherine Paice (Dairy Industry Newsletter, UK),

we are proud to have EU Commissioner Cecilia Malmström, the global leader in trade policy. With her ‘Trade for All’ strategy, EU Commissioner Cecilia Malmström cleared the path for an ambitious EU trade policy, and positioned the EU in a leadership role. Her commitment to trade and to its capacity to deliver real economic results and value for all trading partners created a new dynamic in trade policies and negotiations. EU Commissioner Cecilia Malmström will discuss our trade issues and ambitions with CEOs from all over Europe: Annikka Hurme (CEO Valio), Peder Tuborgh (CEO Arla Foods), Ingo Müller (CEO Deutsches Milchkontor – DMK) and Bernard Ducros (President Europe, Danone).

## “Sustainable dairy: challenges and commercial opportunities”

Our third session will be moderated by Anna-Karin Modin Edman (Sustainability Manager, Arla Foods) and will offer a



platform to discuss the most important positive environmental impacts and the most pressing environmental challenges of EU dairy production, answering the question: 'how do companies in the dairy value chain meet these challenges and turn them into business?'

The scientific perspective will be given by Dr. Joan Reijs (Senior researcher in sustainable dairy production at Wageningen University), focusing on environmental opportunities and challenges for EU dairy production and proposing what to focus efforts on, going forward to improve environmental performance. The business perspective will be given by representatives from two international companies with strong sustainability profiles: Fredrik Wellendorph (Tetra Pak Business Stream Director for Dairy, Tetra Pak) and Patrik Hansson (Head of Arla Sweden). They will present how they take on the environmental challenges and opportunities in their respective company and how they turn that into business opportunities.

## "EDA Break-Out Sessions" on Thursday, 28 September 2017

Our Sustainability Break-Out Session will be chaired by Richard Laxton, sustainability manager at Arlafoods, who drives

as chair of our EDA Sustainability working group the pre-competitive work on our sustainability agenda:

"If we don't have the right answers to the sustainability challenges for the dairy sector, we will not stay the leading dairy industry at global level. This Sustainability Break Out session will focus on the basis of basically all agricultural activity: land and soil. I am convinced that those questions will become an important, if not the most important issues in the future debates. Within the EDA Sustainability Working Group, we do prepare for these discussions. I invite you to experience the EDA Sustainability Break Out Session and to get ready for the future."

With Pierre Barrucand (ATLA) we will dive into the topic of "Dairy & Biodiversity – our natural capital", and Anna-Karin Modin-Edman (Arlafoods) will update us on the latest science on "Pasture land and carbon sequestration". Jaap Petraeus (FrieslandCampina) has accepted to brief us on the Dairy Sustainability Framework and its B2B tool.

Our Trade & Economics Break-Out Session will be chaired by Wim Kloosterboer, corporate manager trade and dairy affairs at FrieslandCampina, who is the leader of our EDA Trade and Economics Committee.

Wim did set up a program that reflects both, the broad range of pre-competitive trade and economic topics on our daily dairy agenda and the in depth assessment of those dossiers within our EDA work.

Wim Kloosterboer will open the session in giving an insight on where the European 'lactosphere' stands vis-à-vis some of our 'hot' topics, like the discussion on the future of the Common Agricultural Policy (CAP) in the Union, the positioning of the dairy sector within the BREXIT dossier or the changes in the global trade landscape.

With Pablo Recio Gracia, Eibens consulting Beijing, we have one of the most experienced specialist on the Chinese dairy markets who is ready to share with us his overall assessment of the market developments and outlook in China.

Prof Dr Holger Thiele, ife institute, Kiel will fuel our discussion on the future CAP with his essential knowledge on dairy markets and price volatility.

The EDA Annual Convention in Stockholm will not only provide you with enriching presentations from high level speakers and give you an update on key dairy subjects, but will also offer you an excellent opportunity to meet colleagues from the European and global dairy sector.

Register now on [www.eda2017.eu](http://www.eda2017.eu)