

## PRESS INFORMATION



### The European Dairy Association organises “*The Dairy Supply Chain Revisited*”, a seminar on perspectives of market mechanisms in the dairy sector

On 3 February 2010, the European Dairy Association (EDA) is organising “The Dairy Supply Chain Revisited”, a seminar on perspectives of market mechanisms in the dairy sector. The seminar will focus on the current issues of coping with increased price volatility in a less regulated environment and on the ways to move forward for the different partners in the European dairy supply chain.

#### **Brussels, 27 January 2010**

*The events of 2009 have shown us that price volatility in the dairy sector is a challenge for all partners in the supply chain. For a better understanding of the different issues in perspective, the European Dairy Association organises a seminar, “The Dairy Supply Chain Revisited”, that looks at market mechanisms in the dairy sector from different angles, and that will present best practices from EU and third countries..*

#### **An open debate for the future of the dairy supply chain**

It is the EDA's intention that this seminar is in the form of an open and constructive debate. The dairy supply chain will be analyzed by means of several focused questions: What are the challenges the different players in the dairy supply chain are facing currently? How are the various actors coping with these challenges? How are they preparing for the future? And how does the dairy processing industry deal with its partners in the dairy supply chain? Various speakers, representing different phases in the dairy supply chain, will tackle these questions with case studies and best practices.

This session will be attended by representatives from the EU institutions and ministries of Member States, members of the High Level Experts' group on milk, relevant European associations and other stakeholders.

#### **Supply chain seminar: programme**



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We will be hearing speakers with quite different perspectives from the dairy supply chain who will share their experiences and their views on what to do next. There will be case studies and testimonies, amongst others, from a farmer, a food producer, a dairy cooperative and a private dairy companies' representative and we will have a look at different market situations through specific examples. Confirmed speakers include Mr Åke Hantoft, Vice Chairman Board of Directors at Arla, and Mr. Paul M. Campbell, General Manager Strategy at Fonterra Co-operative Group. In the final part of the seminar, the speakers will engage in a panel discussion followed by a Q&A session.

### Practical details:

*"The Dairy Supply Chain Revisited"*, seminar on perspectives of market mechanisms in the dairy sector  
Wednesday 3 February 2010, 13.30-17.30  
Autoworld, Parc du Cinquantenaire 11, 1000 Brussels

For further updates on the seminar and possibility to register, please visit the EDA website, [www.euromilk.org](http://www.euromilk.org).

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### ABOUT THE EUROPEAN DAIRY ASSOCIATION

The European Dairy Association represents the interests of dairy processors in the European Union. The membership of the EDA consists of the national trade associations for dairy processors in each EU Member State.

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### FOR MORE INFORMATION

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