



Speech of Jack Baines, President of Eucolait, at the Cercle de Lorraine on 30 January 2017

GOOD EVENING LADIES AND GENTLEMEN
MEMBERS OF EUCOLAIT AND GUESTS

A LATE BUT SINCERE, HAPPY AND PROSPEROUS NEW
YEAR TO YOU ALL.

MAY THE DAIRY FARMERS REGAIN CONFIDENCE AND
INSPIRATION AFTER A SHAKY 2016

MAY THE COMMISSION FIND THE PHILOSOPHER'S STONE
AND TURN DIZZYING STOCKS OF SMP TO GOLD DUST
AND MAY YOUR SALES CONTRACTS MULTIPLY LIKE
HORNY RABBITS ON DOPAMINE

THE OPENING MEETINGS OF OUR EUCOLAIT CALENDAR
HAVE US MORE IN TUNE WITH THE CHINESE LUNAR
CALENDAR THAN OUR OWN IN 2017.

IN 2016 CHINA WAS THE EU'S LARGEST TRADING
PARTNER IN VALUE FOR DAIRY PRODUCTS FOR A THIRD
YEAR IN A ROW.

KNOW YOUR CUSTOMER, I SAY

ACCORDING TO CHINESE TRADITION THE YEAR OF THE
ROOSTER IS SAID TO BRING LUCK TO ALL EXCEPT
ROOSTERS

UNLIKE MILK PROTEIN LUCK IS A SCARCE COMMODITY, IT
IS USUALLY UNDERSUPPLIED AND CANNOT BE HEDGED
ON ANY EXCHANGE

AND THAT IS WHY EUCOLAIT IS WISHING YOU ANOTHER
CHINESE HAPPY NEW YEAR

IF ANY OF YOU REMEMBER I TOLD YOU LAST YEAR THAT THE DURATION OF THE EUCOLAIT NEW YEAR'S SPEECH WAS INVERSELY CORRELATED TO THE PRICE OF CHEESE.

WELL, AT ABOUT 3€

THE PRICE FOR A KG OF CHEESE IS NOW THANKFULLY HIGHER THAN

- A ONE-WAY TICKET ON THE BRUSSEL'S METRO
- A BOTTLE OF MINERAL WATER
- 24 HOURS OF YOUR TINDER PLUS SUBSCRIPTION

THEREFORE I COULD RIGHTFULLY THANK YOU FOR YOUR ATTENTION AFTER THE SHORTEST SPEECH EVER!

ONLY KIDDING.....

LAST JANUARY WE HOSTED YOU IN THE UNDERBELLY OF BRUSSELS, '**DOWNTOWN**', A BREWERY IN THE FORMERLY BEATING HEART OF INDUSTRY AND TRADE, OUR ROOTS IN A WAY.

THIS JANUARY YOU COULD SAY THAT WE'VE 'MADE IT'.

WE ARE '**UPTOWN**' NOW AND MINGLING IN A COSY PALACE THAT HAS SEEN BOTH FAMOUS PERSONALITIES AND HIGH-SOCIETY WITHIN THESE WALLS OVER THE PAST 400 YEARS.

YOU MAY THINK WE'VE BEEN INSPIRED BY ANOTHER MORE PROMINENT TRADESMAN MOVING UP IN THE WORLD IF YOU SEE WHO I MEAN

BUT PRIDE OR MORE ACCURATELY HUBRIS OFTEN COMES BEFORE THE FALL!

I SAY HUBRIS BECAUSE WE HAVE ENJOYED FREE MOVEMENT OF GOODS AND EVER INCREASING OPPORTUNITIES IN THE WORLD MARKET FOR SO LONG NOW THAT WE CONSIDER THIS AN IMMUTABLE FACT

UPON WHICH OUR BUSINESS AS DAIRY TRADERS IS ROOTED AND HAS DEVELOPED.

FREE TRADE IS UNDER SCRUTINY IN 2017 AND I'M NOT ONLY TALKING ABOUT THE MAN WITH THE ORANGE HAIR. PUBLIC OPINION IN EUROPE IS FICKLE AS WELL AND FREE TRADE IS OFTEN MISTAKENLY SINGLED OUT AS A CAUSE OF MANY WRONGS.

POPULISM IS WORKING ON DIFFERENT LEVELS AND WE HAVE ALREADY SEEN A GROWING NUMBER OF INITIATIVES IN EU MEMBER STATES THAT LIMIT FREE MOVEMENT AND CHOICE OF DAIRY PRODUCTS AND INGREDIENTS.

THESE ARE NOT IDEAS OR INITIATIVES THAT YOU WOULD HAVE ASSOCIATED WITH SOME OF THE ORIGINAL 6 MS THAT LAID THE GROUNDWORK FOR THE EU. YET FROM THE 1ST OF JANUARY RESTRICTIVE RULES ON THE ORIGIN OF DAIRY PRODUCTS HAVE BEEN IMPLEMENTED IN FRANCE AND ITALY. MORE MS ARE SAID TO BE THINKING ALONG THE SAME LINES.

THE EU SEEMS INCAPABLE OF STOPPING THE SLIDE FOR NOW.

WHAT CAN WE DO ABOUT IT?

COLLECTIVELY AS EUCOLAIT WE WILL UPHOLD THE BANNER OF FREE MOVEMENT OF GOODS AND THE LIBERALISATION OF TRADE AND MAKE OUR OPINIONS KNOWN WHERE IT MATTERS. WE WILL BE ON THE BARRICADES, IN THE STREETS AND IN THE COMMISSION'S HELLS KITCHEN IF NEED BE.

INDIVIDUALLY I NEED NOT REMIND THE ROUGHLY 60% OF OUR ATTENDANTS HERE TONIGHT FROM THE NETHERLANDS, FRANCE AND GERMANY THAT THEY WILL BE CHOOSING THEIR NEW POLITICAL REPRESENTATIVES IN THE YEAR OF THE ROOSTER.

LOOK BEYOND HEADLINE SLOGANS ABOUT IMMIGRATION, INSECURITY, NATIONAL SOVEREIGNTY AND THINK ABOUT THE INEVITABLE CONSEQUENCES FOR TRADE.

YOU CAN MAKE A DIFFERENCE WHEN CASTING YOUR VOTE

IT MAY BE A BIT OUT OF FASHION AFTER 8 YEARS BUT 'YES YOU CAN'.

WHAT ELSE WILL EUCOLAIT DO FOR YOU IN 2017?

- INFORM YOU OF THE LATEST DEVELOPMENTS IN DAIRYLAND IN REAL TIME OVER MAIL/WEB/TWITTER
- ASSIST YOU IN ALL YOU QUERIES AND DIFFICULTIES WITH A SMILE

ANDTAKE YOU TO A PLACE WHERE EUCOLAIT HAS NOT DARED GO BEFORE: AMSTERDAM!

A TOWN SO FULL OF WONDERS THAT IT WOULD MAKE ALICE (NOT OUR ALICE) LOSE HER HEAD

HOME TO THE EAST INDIA COMPANY

COFFEE SHOPS

CHEESE SHOPS

MORE BICYCLES THAN LONG HAIRED BLOND WOMEN WITH SHINY TEETH AND MARY JANE IN THEIR HAIR

ANDTHE EUCOLAIT GENERAL ASSEMBLY IN EARLY JUNE!

BE THERE LADIES AND GENTLEMEN OR REGRET IT EVER AFTER!

ENOUGH SAID. FOR REAL NOW.

PLEASE ENJOY THE WINE AND THE FANTASTIC CHEESE BUFFET WITHOUT COMPULSORY ORIGIN LABELS.

OUR GENEROUS SPONSORS MAY GIVE YOU
ALTERNATIVE FACTS BUT BELIEVE YOU ME :
MEXICO WILL PAY FOR EVERY SINGLE KILO OF IT

THANK YOU