



SPEECH OF PRESIDENT JACK BAINES AT THE COMICS ARTS MUSEUM ON 29 JANUARY 2018

MEMBERS AND GUESTS OF EUCOLAIT

FELLOW TRADERS

FRIENDS AND FOES

WELCOME TO THIS MOST PECULIAR PLACE AND OUR FIRST EVENT OF 2018.

THE EUCOLAIT TEAM WAS INSPIRED IN CHOOSING THIS MUSEUM TO HOST OUR NEW YEAR'S RECEPTION.

WELL DONE JUKKA, JULIE, ALICE AND CLAUDIA!

FOR ONE COMIC BOOKS AND THEIR CHARACTERS SIT RATHER WELL WITH THE DAIRY TRADING COMMUNITY.

WE TRADERS DON'T TAKE OURSELVES AS SERIOUSLY AS THE OTHER ACTORS IN THE DAIRY CHAIN.

IN THIS ROOM TONIGHT NO TARZAN KING OF THE APES OR MARVEL SUPER HEROES THAT INTIMIDATE AND SHAPE THE WORLD THROUGH BLUNT FORCE. THIS IS EUCOLAIT, NOT EDA!

I DO SEE A ROOM OF COLOURFUL CHARACTERS WITH THEIR QUIRKS, FLAWS, IDEOSYNCRACIES, A HEALTHY SENSE OF HUMOUR AND SELF DEPRECATATION.

BESIDES YOU WILL DISCOVER THIS PLACE IS FULL OF CHEEKY REFERENCES TO THE DAIRY MARKET.

THE BRIGHT RED CAR, A DEUX-CHEVAUX, ILLUSTRATES THE SPEED THE BREXIT NEGOTIATIONS ARE MOVING AT THAT FUNNY BLUE FELLOW OVER THERE IS A SMURF AND THAT IS WHAT WE WILL END UP FINDING IN BAGS OF SMP WHEN THEY HAVE BEEN KEPT IN INTERVENTION STORES FOR TOO LONG.

TINTIN'S ROCKET IS A SUPERB DESIGN OBJECT AND A VERY OBVIOUS REFERENCE TO PRICE OF BUTTERFAT IN THE PAST YEAR. ALL THE WAY TO THE MOON AND BACK!

NOW THE BUTTER YO-YO IS AS GOOD A TRANSITION AS ANY TO HAVE US LOOK BACK, REFLECT ON THE PAST YEAR 2017 AND WHAT WE SHOULD REMEMBER GOING INTO 2018.

TALK ABOUT THE UNPREDICTABILITY AND WILD SWINGS OF THE DAIRY MARKET IS AS PERVASIVE AS CLIMATE CHANGE THESE DAYS.

WE KNOW WHERE CLIMATE CHANGE IS TAKING US.

THE JOKES ABOUT IT ARE STALE UNLESS YOU HAPPEN TO BE THE VERY STABLE GENIUS LIVING AT 1600 PENNSYLVANIA AVENUE IN WASHINGTON DC.



YOU WOULD NOT PUBLICLY WANT TO BE ASSOCIATED WITH IT OR SINGLED OUT AS ONE OF THE CAUSES OF CLIMATE CHANGE.

IT IS NO SMALL MATTER FOR THE WHOLE OF HUMANITY AND EVEN MORE SO FOR THOSE WHO LIVE UNDER THE SEA-LEVEL

SO WHERE IS THE SIMILARITY WITH THE DAIRY MARKET?

VOLATILITY WAS HEADLINE NEWS AGAIN IN 2017.
FROM BUTTER SHORTAGES IN RETAIL TO RED FIGURES IN THE FOOD INDUSTRY, I HEARD FEW JOKES ABOUT IT

CALL ME PARANOID IF YOU WILL BUT I ARGUE THAT AS A CORPORATION, WE TRADERS, ARE AT RISK TO BE ASSOCIATED WITH OR BE SINGLED OUT AS AN IMPORTANT VECTOR OF VOLATILITY.

THIS VERY IDEA LIVES WITHIN OTHER PARTS OF THE DAIRY CHAIN :
THAT TRADERS ARE USING AND ABUSING FUTURES CONTRACTS TO LEVERAGE POSITIONS AND MANIPULATE THE MARKET
THAT THE AMPLITUDE OF PRICE MOVEMENTS DO NOT REFLECT THE UNDERLYING MARKET FUNDAMENTALS
THAT BUTTER SHOULD NOT DOUBLE IN PRICE NOR CHEESE HALVE FOR THAT MATTER

PERCEPTION IS EVERYTHING IN THESE DAYS OF FAKE NEWS AND ALTERNATIVE FACTS!

THIS PERCEPTION IS A MENACE TO THE DAIRY TRADING COMMUNITY AT LARGE AND NOT JUST TO THOSE WHO LIVE UNDER THE SEA-LEVEL

I SAY LET US HAVE A SHARED RESOLUTION FOR 2018 : TO KEEP INVESTING TIME, PEOPLE AND MONEY TO EDUCATE OUR TRADING PARTNERS

WE HAVE OUR WORK CUT OUT IN HAVING OUR SUPPLIERS, OUR CUSTOMERS AND THE RUGULATORS SHARE THE VIEW THAT WE TRADERS ARE NOT PART OF THE PROBLEM BUT PART OF THE SOLUTION TO CHANNEL VOLATILITY

WORKING WITH THE TRADE IS AN OPPORTUNITY, AN ADDED VALUE, NOT A LIABILITY.

TRADERS ARE PART OF THE SOLUTION!

NOW WHAT DOES EUCOLAIT HAVE IN STORE FOR YOU IN 2018?

- INFORM YOU OF THE LATEST DEVELOPMENTS IN DAIRYLAND IN REAL TIME OVER MAIL/WEB/TWITTER. OUR WEEKLY NEWSLETTER IS CALLED 'MILK MATTERS' AND IS A MUST-READ ONE-STOP OVERVIEW OF ALL MATTERS TRADE RELATED. IF YOU DO NOT HAVE AN INFO SERVICE SUBSCRIPTION YET I WOULD STRONGLY RECOMMEND YOU DO! IT WILL DEFINITELY MAKE YOU LOOK CLEVER.



- FURTHER IMPROVE ON OUR MEETING FORMAT TO BRING YOU MAXIMUM VALUE WHEN YOU ATTEND OUR EUCOLAIT EVENTS.
- OUR NEXT STOP AFTER BRUSSELS WILL BE OUR GA IN PRAGUE FROM THE 30TH OF MAY TO THE 2ND OF JUNE.
WE HAD A VERY GOOD ATTENDANCE IN AMSTERDAM LAST JUNE. BUT WHEN WE LAST VISITED PRAGUE BACK IN 2004 WE SET AN ALL-TIME RECORD AT > 240 DELEGATES. I THINK WE CAN DO EVEN BETTER THIS YEAR!
OUR CZECH HOSTS WILL SHOW US THERE IS MORE TO PRAGUE THAN THE CHARLES BRIDGE, THE GOLEM AND SKODA CARS. AND BELIEVE THEM, THERE IS.
SOME EU COMMISSION REPRESENTATIVES WILL ALSO BE ON HAND TO TALK TO US ABOUT ANOTHER OF THE CZECH REPUBLICS GIFTS TO THE WORLD: KAFKA.

YOU MAY THINK I AM GETTING EASY LAUGHS WITH SOME COMMISSION BASHING BUT I WILL REMIND YOU OF OUR 2017 RESOLUTION TO SUPPORT BRUSSELS IN OPENING UP MORE TRADE POSSIBILITIES FOR EU DAIRY PRODUCTS.

THE COMMISSION HAVE BROKERED AND FINALISED FTA'S WITH BOTH CANADA AND JAPAN IN 2017 WITH CONCESSIONS ON DAIRY. AGREEMENTS WITH MEXICO AND THE MERCOSUR ARE STILL WORK IN PROGRESS AND BRUSSELS IS DEFINITELY PUSHING THE TRADE AGENDA WITH A LITTLE HELP FROM 'THE DONALD'.

SADLY AND FRUSTRATINGLY THE BIGGEST TRADE CHALLENGE IS PROBABLY CLOSER TO HOME AND BREXIT NEGOTIATIONS WILL INEVITABLY BE MOBILISING A LOT OF THE COMMISSION'S RESOURCES OVER THE MONTHS AND PROBABLY YEARS TO COME.

BUT LET ME REPEAT HERE THAT CHINA WAS ONCE AGAIN THE LARGEST TRADING PARTNER FOR EU DAIRY IN 2017, THE 4TH YEAR IN A ROW NOW, AND THAT WE ARE AT A DISADVANTAGE TO OUR COMPETITORS ON THE WORLD MARKET ON IMPORT TARIFFS INTO CHINA.

SO LET'S KEEP CHINA FIRMLY IN OUR SIGHTS AND CRACK IT!

UNTILL THAT HAPPENS LET ME REMIND YOU THAT 2018 IS THE YEAR OF THE DOG FOR THE CHINESE AND THAT THE LUCKY NUMBERS ARE 3,4 AND 9. SO REMEMBER WHENEVER YOU QUOTE A STICKER PRICE FOR WMP, CHEESE OR BUTTER STARTING WITH A 3,4 OR 9 YOU WILL BRING YOUR CHINESE TRADING PARTNERS PLENTY OF LUCK

BUT I AM LOSING THE PLOT HERE.....

YES, EUCOLAIT AND 2018

- ASSIST YOU OF COURSE IN ALL YOUR QUERIES AND DIFFICULTIES WITH A SMILE
SMILES ARE IMPORTANT
I WAS HAVING A PRIVATE LUNCH WITH JEFF BEZOS AND TIM COOK IN DAVOS LAST WEEK



European Association of Dairy Trade

MAN, THEY WERE SO FULL OF AI AND HOW THEIR DIGITAL ASSISTANTS WILL BE HELPING ALL OF US HAVE AN 'EASIER' LIFE EVER AFTER, AMEN!

WELL I WAS RATHER PROUD TO REMIND THEM THAT WE AT EUCOLAIT ALREADY INTRODUCED AN ASSISTANT OF OUR OWN!

SHE IS NOT CALLED ALEXA OR SIRI BUT JULIE, THERE IS NOTHING ARTIFICIAL ABOUT HER INTELLIGENCE AND SHE HAS BEEN THE ORGANISATIONAL BACKBONE OF THIS ORGANISATION FOR THE PAST 1-2-3-4-5-6-7-8-9-10 YEARS WITH PLENTY OF SMILES!

PUT YOUR HANDS TOGETHER FOR JULIE PLEASE.

LADIES AND GENTLEMEN WE WISH YOU RUDE HEALTH AND SUCCESS IN YOUR ENDEAVOURS BOTH PROFESSIONAL AND PRIVATE IN THIS NEW YEAR.

THE TIME HAS COME TO ENJOY THE WINE AND A FANTASTIC CHEESE BUFFET STILL WITHOUT COMPULSORY ORIGIN LABELS.

THANK YOU AND GOOD NIGHT