

Eucolait welcomes the EU Livestock Strategy and calls for implementation that strengthens competitiveness and trade

Eucolait welcomes the European Commission's Livestock Strategy as a positive foundation for policies that strengthen the competitiveness, sustainability and resilience of the European dairy sector and its trading network. We particularly welcome the recognition of the livestock sector's economic importance and its contribution to food security and Europe's strategic autonomy.

Eucolait shares the core objectives and guiding principles identified in the strategy. The challenge now is to translate them into coherent policies that strike the right balance between environmental ambition, economic viability and international competitiveness, without creating unnecessary barriers to intra-EU and international dairy trade.

A strong external trade agenda should form an integral part of the strategy's implementation. Strategic export diversification is essential to strengthen the resilience and competitiveness of the European dairy sector and should be supported through ambitious free trade agreements and targeted export promotion, including high-level agri-food missions. At the same time, the EU should intensify its efforts to remove the growing number of technical and sanitary barriers that limit access to international markets.

To ensure the continuous competitiveness of the EU dairy sector, the EU should maintain the market orientation of agricultural policy and avoid unnecessary intervention in contractual relationships between market operators.

A stable, predictable and proportionate regulatory framework is essential to encourage long-term investment throughout the dairy supply chain. Particular attention should be paid to measures imposing unnecessary operational costs such as mandatory origin labelling, pre-certification requirements, changes to the identification mark and disproportionate due diligence obligations.

We further support the emphasis placed on innovation, access to technology, the development of risk management and the strengthening of disease prevention and response.

EU food safety rules are among the most stringent in the world and also apply to imported products. Any additional requirements on imports, such as reciprocity clauses on production

standards, should be evidence-based, proportionate and fully compatible with international trade rules. The objective of ensuring fair competition should not result in measures that are disproportionate, inconsistent with WTO obligations or liable to undermine the EU's own export interests.

A competitive, sustainable and resilient European dairy sector depends not only on thriving farms and efficient processors, but also on well-functioning trade. Dairy traders connect producers with customers across Europe and around the world, enhance market resilience, create value throughout the supply chain and help ensure that European dairy products reach the markets where they are most needed.

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