



FoodDrinkEurope market access priorities for EU FTAs

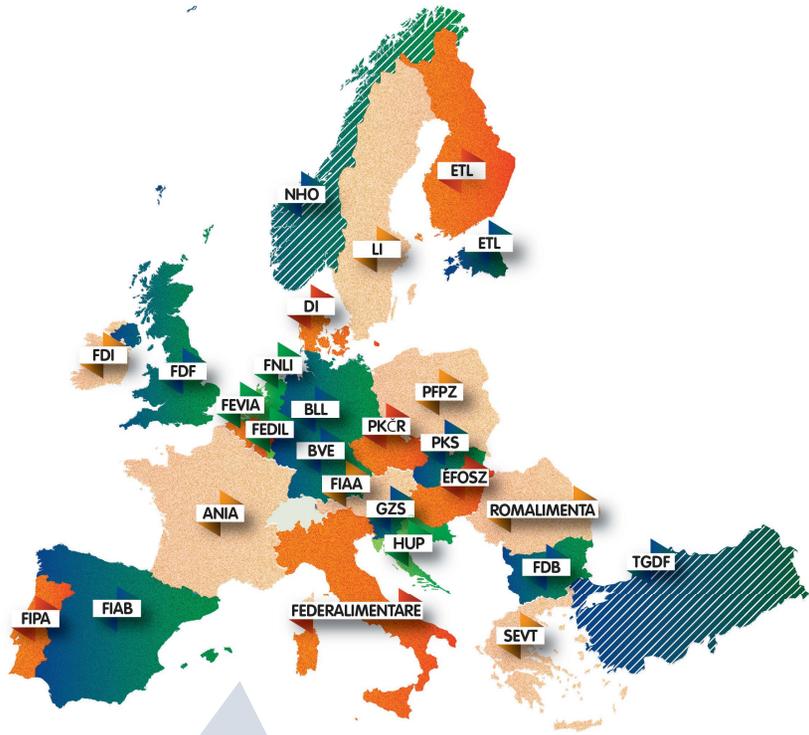
Civil Dialogue Group on International Aspects of Agriculture
11 April 2024

FoodDrinkEurope

- Organisation of the European food and drink manufacturing industry
- Founded in 1982
- Based in Brussels, Belgium
- Reference point for EU and international institutions
- Secretariat: 21 FTE



Members



25 National Federations

27 EU Sector Associations



- ABInBev
- ADM
- Cargill
- THE Coca-Cola COMPANY
- DANONE
- DIAGEO
- dsm-firmenich
- FERRERO
- GB FOODS
- General Mills
- Kellanova
- KERRY
- Kraft Heinz
- iff
- JDE Peets
- MARS
- McCain
- Mondelez International
- Nestlé
- Nomad Foods
- Pernod Ricard
- PEPSICO
- ROQUETTE
- SÜDZUCKER
- TATE & LYLE
- ULKER
- Unilever

27 Companies

EU Food and Drink Industry Figures

Turnover

€1,112 billion

Leading manufacturing sector in the EU

Value added

2%

of EU gross value added

Consumption

21.4%

of household expenditure on food and drink products

Employment

4.6 million people

Leading employer in the EU

Number of companies

291,000

R&D expenditure

€2.1 billion

Sales within the EU Single Market

84%

of food and drink turnover

Small and medium-sized enterprises

39.1%

of food and drink turnover

57.7%

of food and drink employment

External trade

€182 billion

Exports

€110 billion

Imports

€72 billion

Trade balance

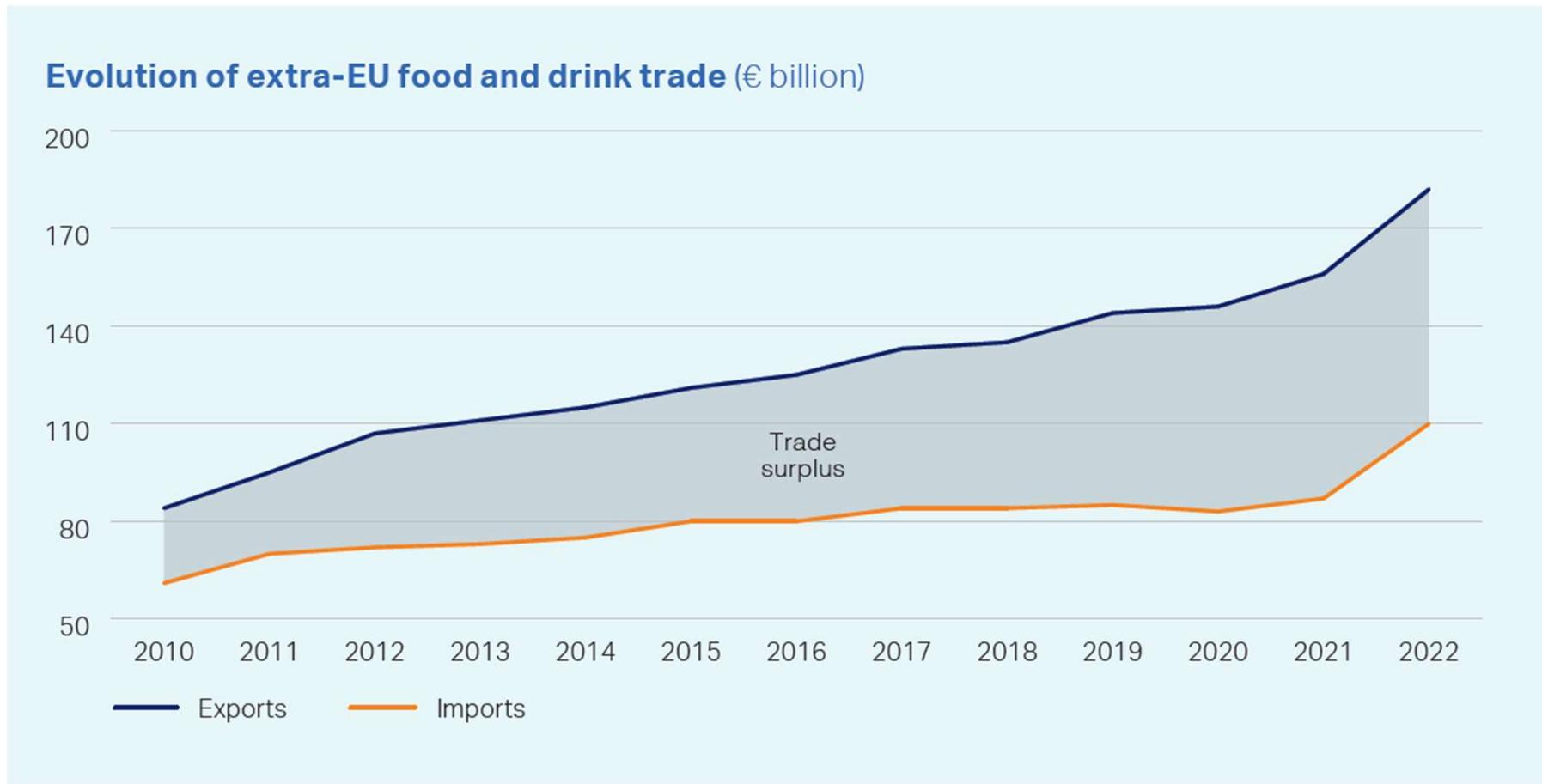
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Exporter of food and drinks

Sources: Eurostat; Joint Research Centre; UN COMTRADE



International trade: creating new market opportunities



Source: [FoodDrinkEurope Data & Trends report 2023](#)

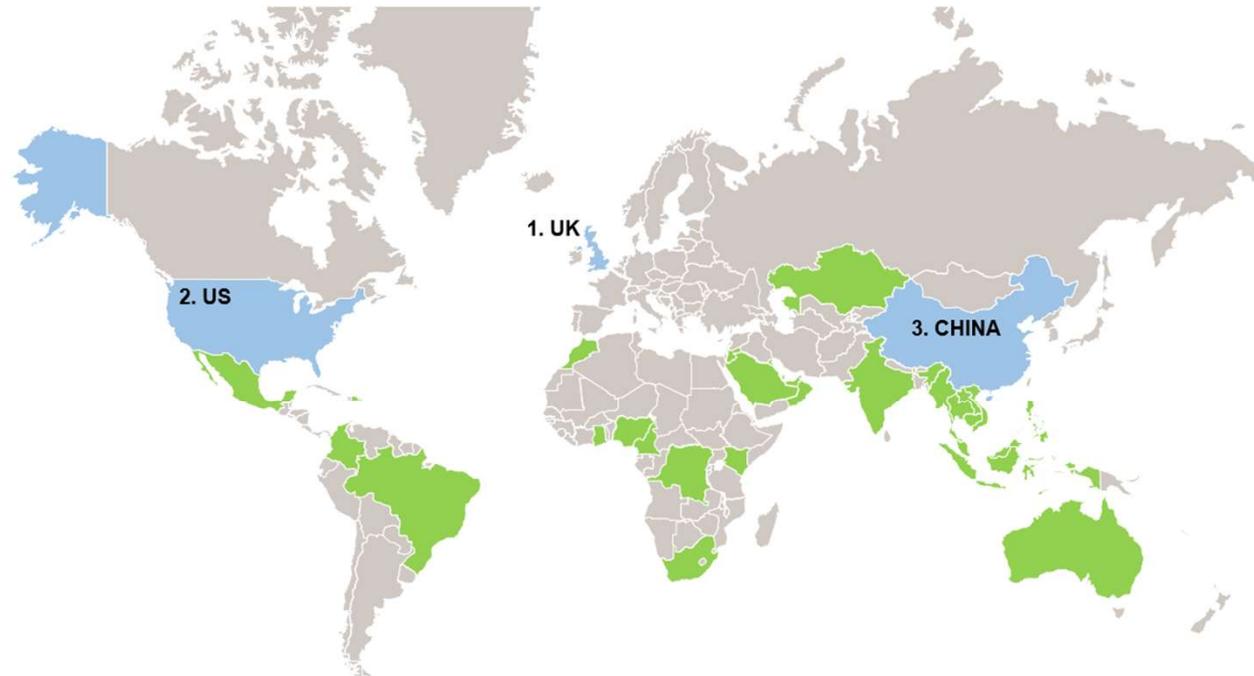
Market access priorities for EU FTAs

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- **WHY?**

Preferential terms of trade, new market opportunities & options to diversify, international cooperation, jobs & growth

- **WHERE?**



Top 3 markets

High growth regions (double-digit export growth 2022/21- & 10-year trend), non-exhaustive list

Source: Eurostat 2022

Market access priorities for EU FTAs

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▪ WHAT?

Supportive of balanced trade agreements focused on:

- removing 3rd country import duties i.e. tariffs on EU products
- strengthening regulatory dialogue
& setting up platforms to address non-tariff barriers
- WTO+ commitments (incl. on TBT and SPS)
- improving IPR, GI protection
- facilitating cooperation on mutual interests
(e.g. sustainable food systems, customs)

▪ HOW?

- leverage FTA negotiations to address long-standing issues
- remain inclusive throughout negotiations

Implementation and enforcement of FTAs

■ HOW?

- EU Chief Trade Enforcement Officer (CTEO)
- Access2Markets Single Entry Point mechanism
- Market Access Advisory Committee (MAAC)
- SPS Market Access Working Group (SPS MAWG)
- Advance notice of specialised committees established in the context of FTAs & bilateral opportunities for raising market access barriers
- Reinforce links between the network of EU Delegations, European Commission, Member States and industry
- Involve industry in high-level trade missions and dialogues with partner countries



FOODDRINK
E U R O P E

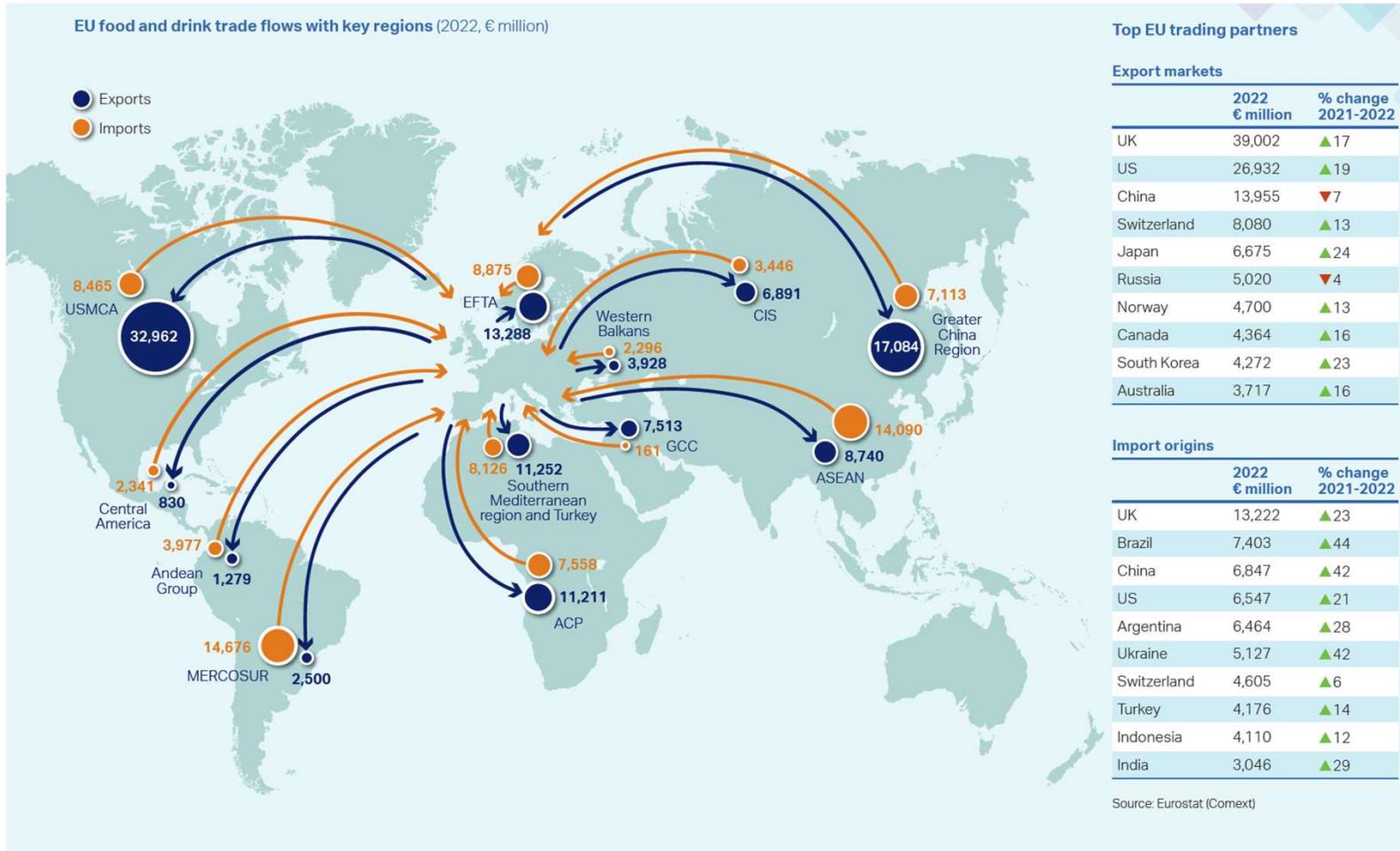
Thank you for your attention

www.fooddrinkeurope.eu

ANNEX



Top trading partners



Source: [FoodDrinkEurope's Data & Trends report 2023](#)

Trade Figures by Sector

International trade success backed by strong EU food and drink sectors

46%

Combined export market share of the drinks, meat and dairy sectors

59%

Combined import market share of oils and fats, fish products, and processed fruits and vegetables sectors

- Sectors with the highest growth in exports: oils and fats, processed fruits and vegetables, bakery and farinaceous products.
- Sectors with the highest growth in imports: dairy products, meat products, grain mill and starch products.
- The combined exports of the EU drinks, meat, and dairy sectors totalled €84.5 billion in 2022. The "various food products" category, which includes goods like chocolate, biscuits, confectionery and food preparations, generated exports worth €41.4 billion.

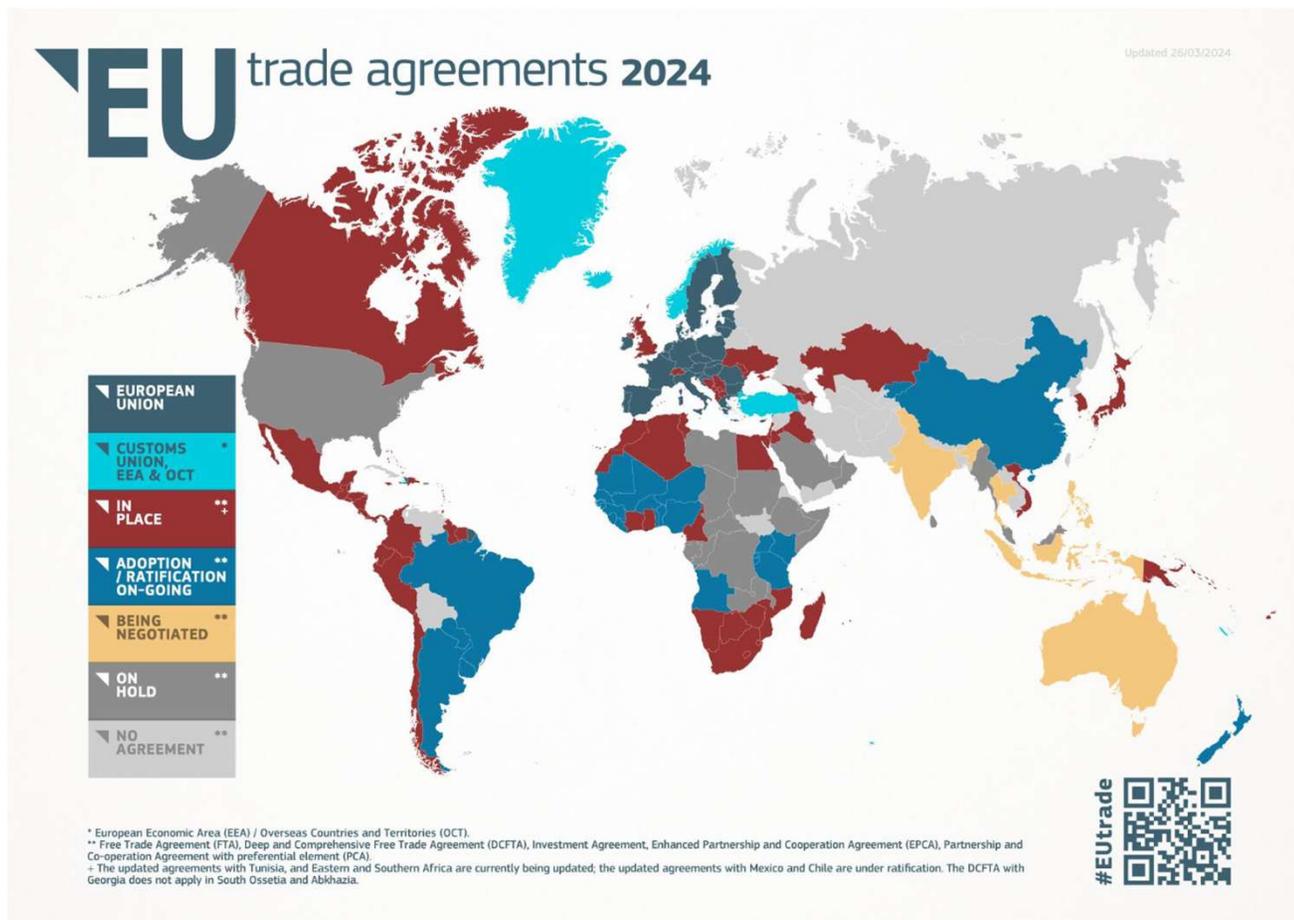
Sectors in EU food and drink exports (2022, %)



Source: Eurostat (Comext)

Exports and imports by sector (2022, € million)

	Exports		Imports	
	2022 € million	% change 2021-2022	2022 € million	% change 2021-2022
Drinks	40,106	12	8,868	25
of which: wine	17,722	10	1,790	11
spirits	9,744	16	4,415	34
beer	3,970	4	805	27
mineral waters and soft drinks	6,564	15	1,709	17
Various food products	41,392	21	16,988	19
of which: chocolate and confectionery	11,480	14	4,361	10
prepared meals and dishes	6,738	21	1,694	19
processed tea and coffee	3,871	22	2,917	10
Meat products	24,220	3	8,486	41
Dairy products	20,223	19	2,754	42
Processed fruits and vegetables	14,028	23	16,156	20
Oils and fats	11,322	32	26,284	33
Bakery and farinaceous products	10,477	22	1,899	20
Animal feeds	7,448	15	2,842	27
Fish products	6,240	21	22,412	23
Grain mill and starch products	5,794	22	3,721	38



- World's largest network of trade agreements with 74 countries
- +40% of EU trade takes place under preferential terms
- EU exports to the world support 38 million EU jobs
- 1 in 5 jobs in the EU depends on exports

Source: [Map of EU trade agreements, DG TRADE](#)
[Value of EU trade deals, DG TRADE](#)
[Trade and jobs, DG TRADE](#)