

THE AGRICULTURAL **OUTLOOK** CONFERENCE

A sustainable
agri-food system
forged in crises

Brussels, 8-9 December 2022





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MILK AND DAIRY PRODUCTS

Andrea Porcella Capkovicova

PRODUCTION

CHALLENGES

- Availability of labour
- Environmental and climate policies
- Diversified consumption



OPPORTUNITIES

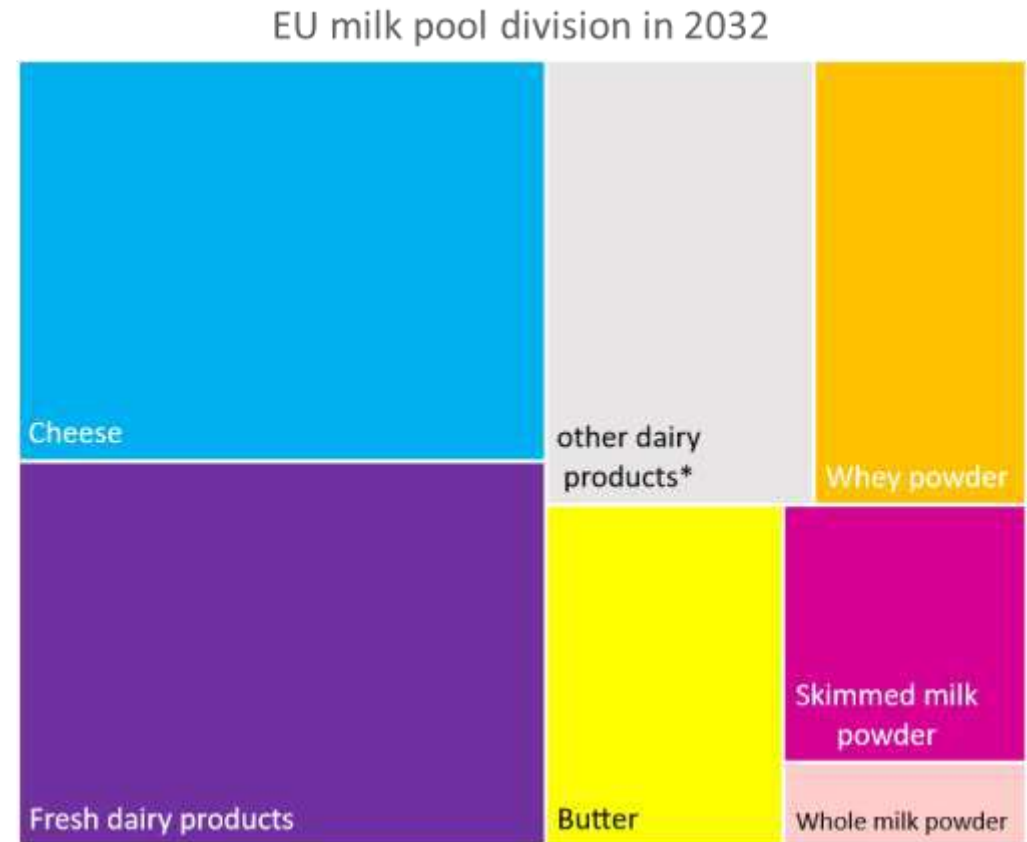
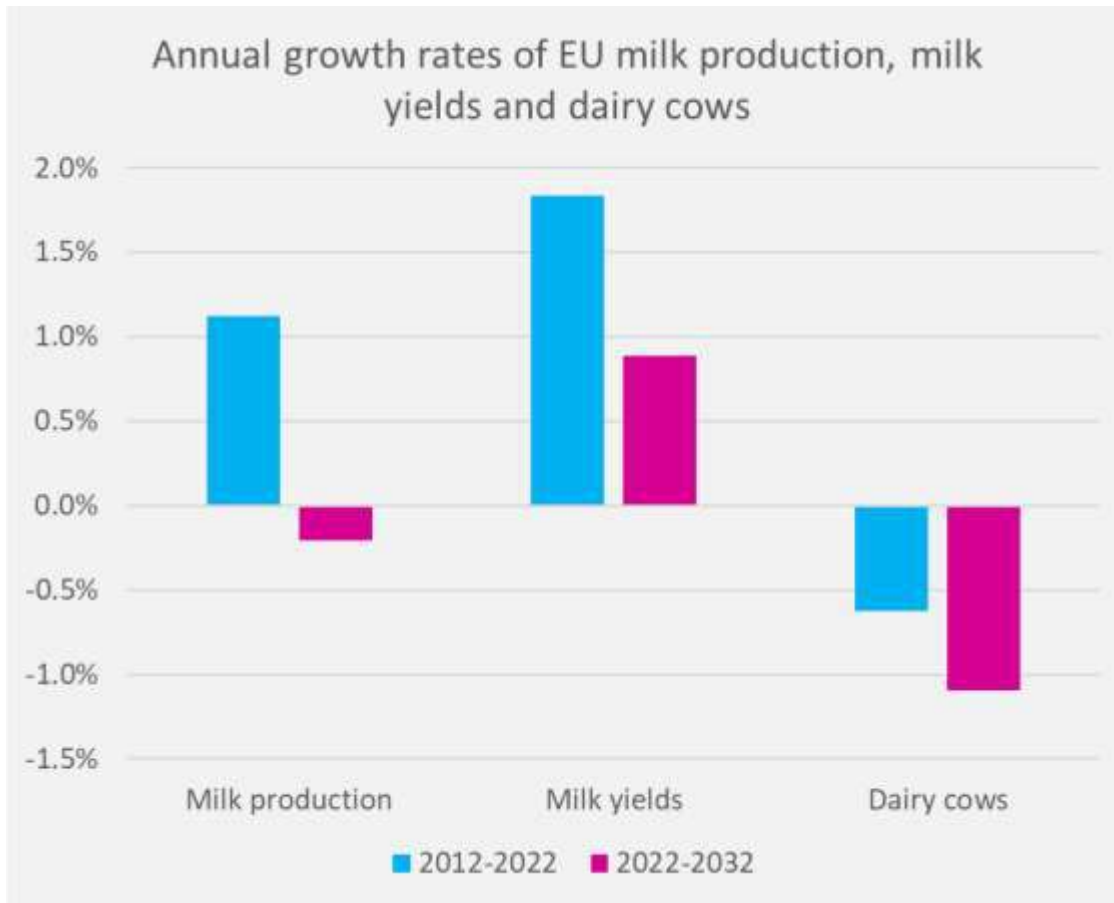
- Stronger valorisation
- Longer-term sustainability
- Positive public image

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EU MILK PRODUCTION AT A TURNING POINT



*including also products using milk fat and protein as an ingredient

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CONSUMPTION

BEFORE

- Health and nutrition
- Traditional ways of consumption
- Less diverse market



NOW AND IN THE FUTURE

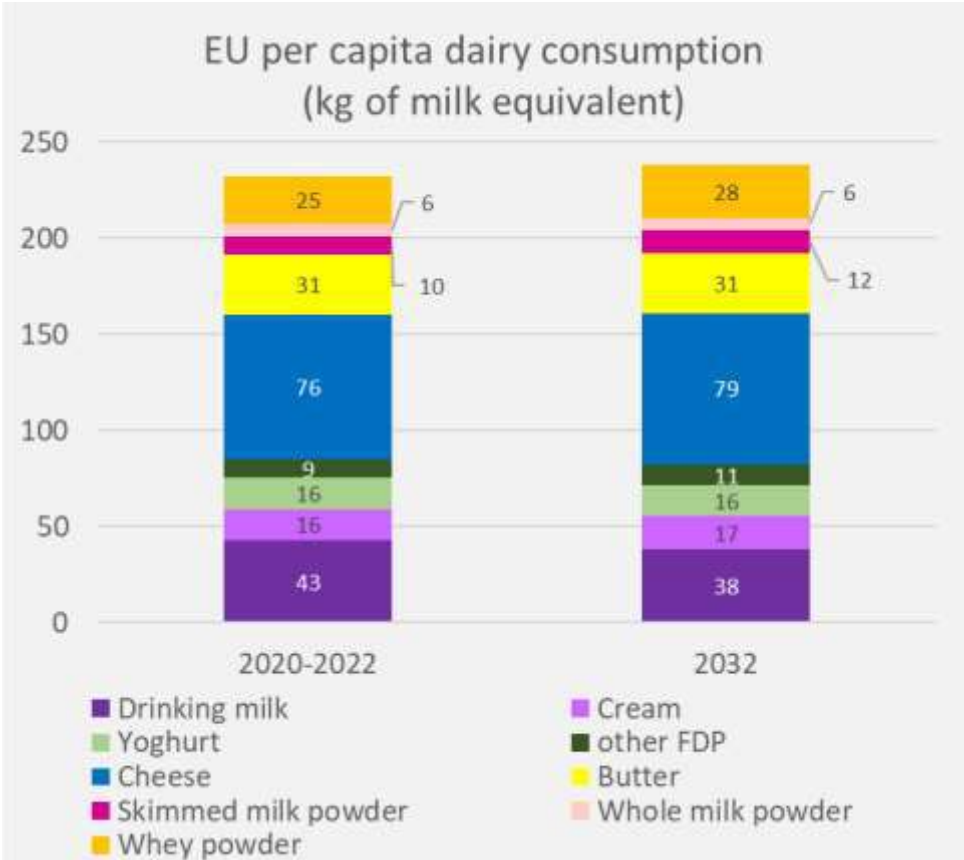
- Health and nutrition aspects reinforced
- Popularity of fortified and functional dairy products
- Diversified products' mix

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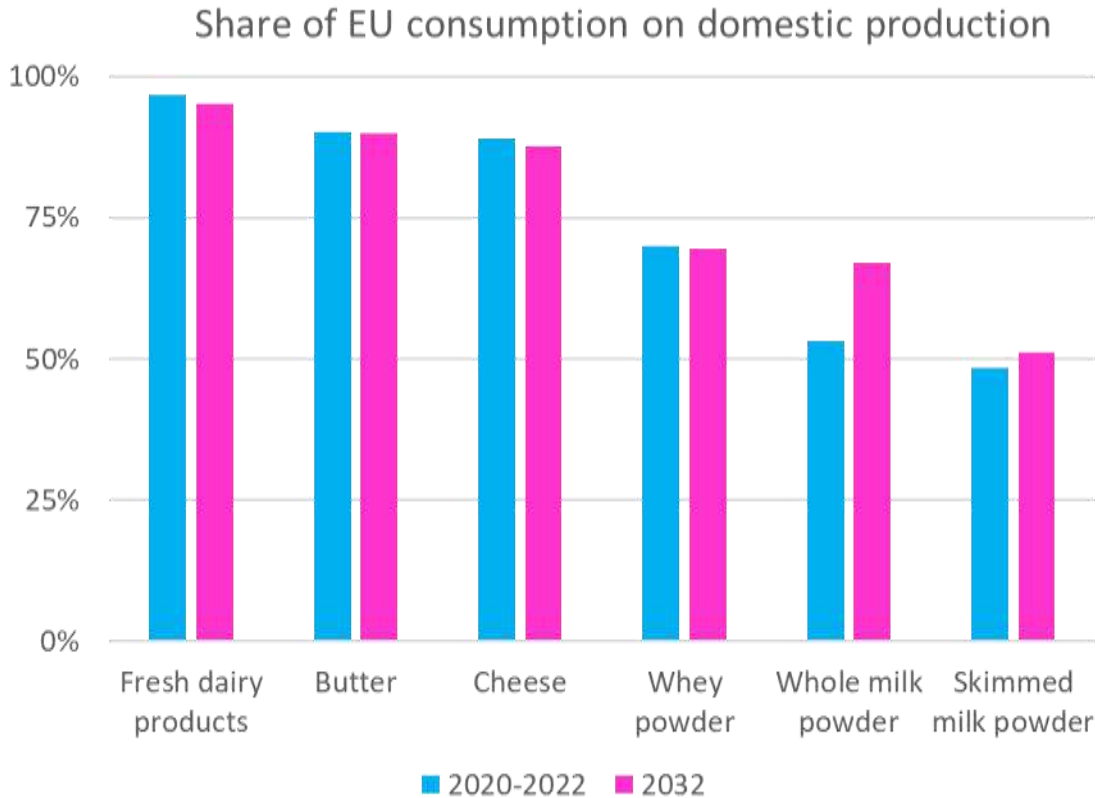
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DIFFERENTIATION SUPPORTS STABILITY OF EU CONSUMPTION



*FDP – fresh dairy products





TRADE

UNTIL NOW

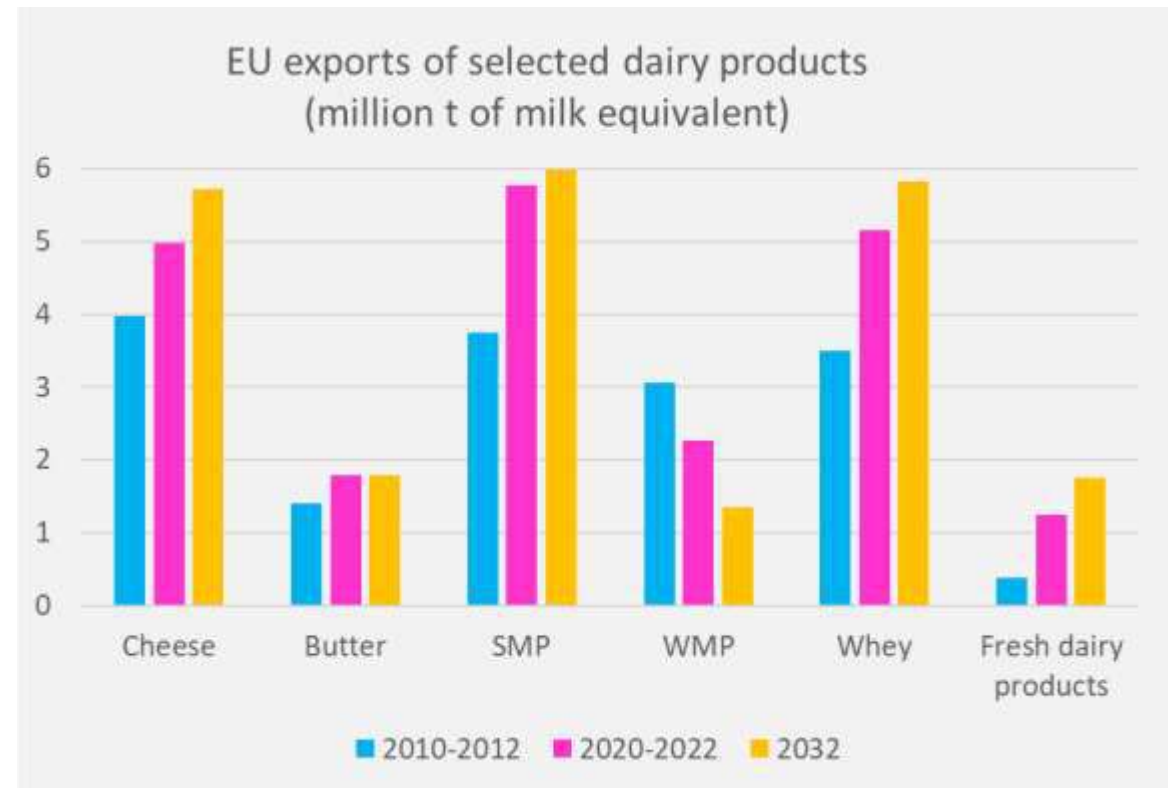
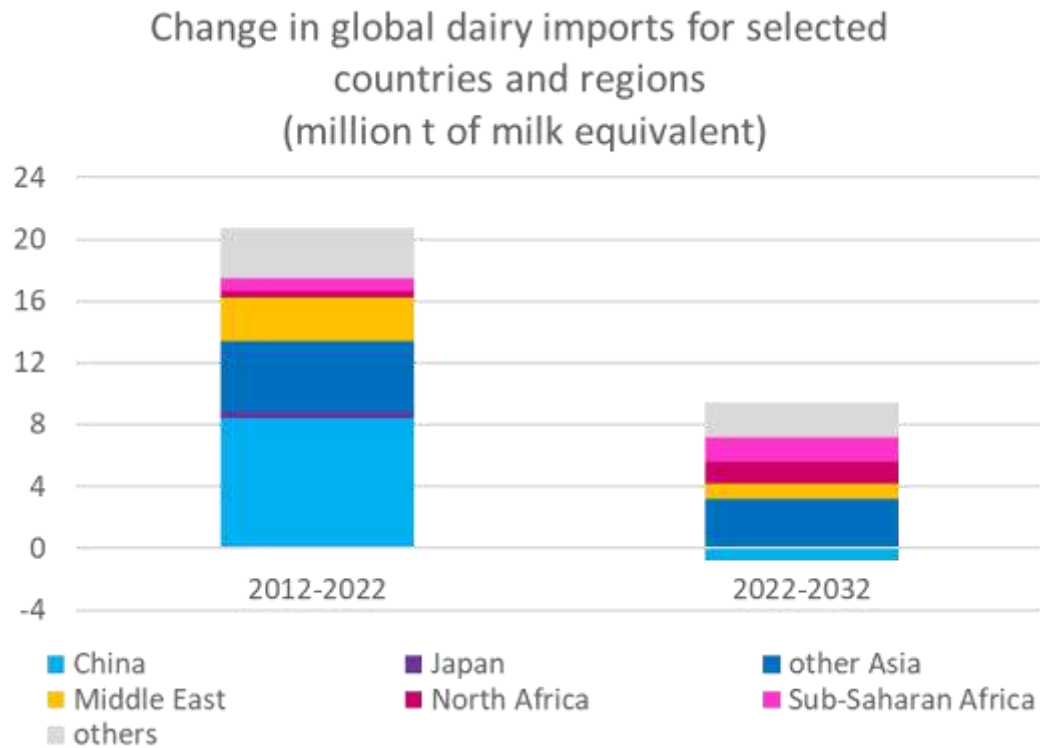
- Growing appetite for dairy globally
 - Growing export competition
 - Increasing domestic production



FUTURE

- Slowdown of global demand growth
 - Diversified demand

VALUE GAINS THROUGH CHEESE AND WHEY EU EXPORTS



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THANK
YOU

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