

Last update : 24.06.2021

MMO Economic Board

Meeting of 23 June 2021

- The 38th meeting of the MMO Economic Board took place on 23/06/2021 by video-conference, with the participation of experts from the milk supply chain: COPA-COGECA (producers and cooperatives), CEJA (young farmers), EMB (European Milk Board), ECVC (Via Campesina), EDA (dairy industry), Eucolait (dairy trade) and Eurocommerce (retail). Presentations and information exchanged during the meeting highlighted the following:
- EU cow's milk collection increased in April 2021 by 1% (+133 000 t) compared to the same month of 2020. 18 Member States reported production growth, including IE, IT, PL and FR. Cumulated milk collection in the first four months of 2021 decreased by 0.7% (which with leap year adjustment would result in a slight growth of +0.1%). 4.4% of total raw milk collected was organic (based on notifications from 20 EU MS). The highest share of organic milk was reported in AT, SE and DK and the lowest in PL, PT and EE. In 6 EU MS the share of organic raw milk was below 1% of total raw milk collected.
- The decrease of milk collection in the first four months of 2021 translates into production decline for most dairy products: WMP (-11.9%), SMP (-6.3%), butter (-2%), fermented milk (-2.2%), drinking milk (+1.1%). Cheese production increased by 3%, cream by 1.4% and concentrated milk by 4.6%.
- EU average farm gate milk prices continue moving against seasonal trends. The EU average was reported at 35.44 c/kg in April 2021 which is 6% higher than a year ago and 9.5% above the last 5 years' average. MS' estimates for May 2021 point to a further slight increase to 35.57 c/kg (+0.4% compared to April).
- EU average dairy prices, especially for SMP, WMP, butter and wheypowder, have continuously increased since the beginning of the year. EU wheypowder prices have reached their highest level since March 2014 and WMP prices since July 2014. Butter prices have increased by 22% since the start of 2021 and SMP prices by 18%. Cheese prices are above last year's levels, except for emmental (-0.2%). All dairy prices are above their 5 years' average but butter (-1.6%).
- Cold weather in the spring affected EU milk deliveries negatively but rainfall in May could contribute to their recovery. As a result, an annual 0.8% growth is projected for 2021. In upcoming months, more milk may be channelled to butter and SMP production, which could help prices stabilize and EU gain competitiveness in world markets.

- o The assessment of EU stock levels based on a residual approach (EU production + EU imports EU internal consumption –EU exports) shows that private SMP stocks have decreased since July 2020 while 2021 started with the lowest stock levels for years (stocks in March below 50000 t). At the end of March 2021, butter stocks were at a normal level for that time of the year (150 000 t). Cheese stocks at the beginning of the year were modest (350 000 t) but have gone up to 450 000 t due to higher production and reduced exports to the UK and the USA. Further stock developments will depend on milk output and internal and external demand for dairy products.
- Milk production increased in the main exporting countries/regions (EU-27, UK, USA, NZ, AU) by 2.5% in April 2021, and by 0.7% in Jan-April. Impressive milk collection growth in March and April in NZ, +9.8% and +11.7% respectively. US milk collection continued to expand in the first 4 months of 2021 (+1.6%).
- o Global trade growth has been very solid so far this year. Growth has taken place in all main categories except for butterfat. China, South Korea and South East Asia have contributed to the additional demand. China was responsible for 1/3 of global imports in Q1 2021 and became the first destination of EU dairy exports, replacing the UK. EU exports to the US should recover as a result of the suspension of additional tariffs. Lack of containers availability and soaring freight prices are still affecting export activities.
- China is progressively increasing milk production, while moving from scale to quality growth in order to cope with rising and changing domestic consumption. However, milk prices remain high, and imports still cover around 32% of total needs. EU market share is growing. Yogurt shows high growth rates and outpaced drinking milk sales last year.
- On the retail side, European consumers are looking for heathy food and are willing to pay for more sustainable alternatives and fresh food. The demand for organic dairy products in FR has diminished during the Covid19 pandemic.
- Market sentiment is positive, with EU raw milk and dairy prices on an increasing trend. Demand for dairy products has shown extraordinary resilience but there are concerns about the overreliance on exceptionally strong Chinese imports, the rise of feed costs and weather conditions in coming weeks.

ANNEX 1

Milk Market Situation

European Commission

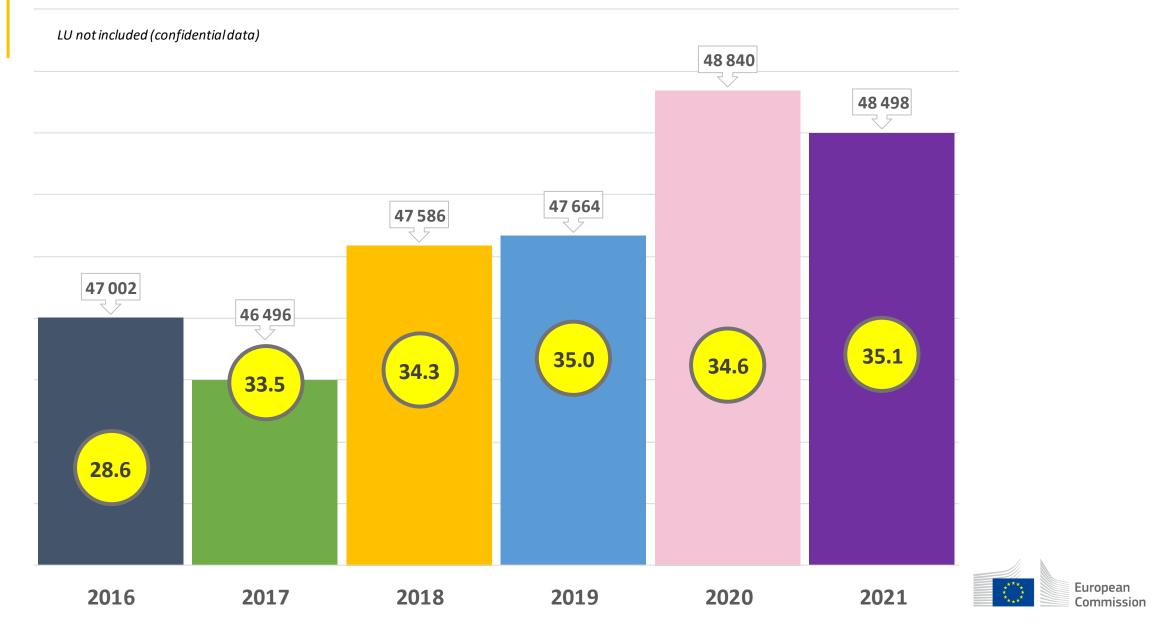


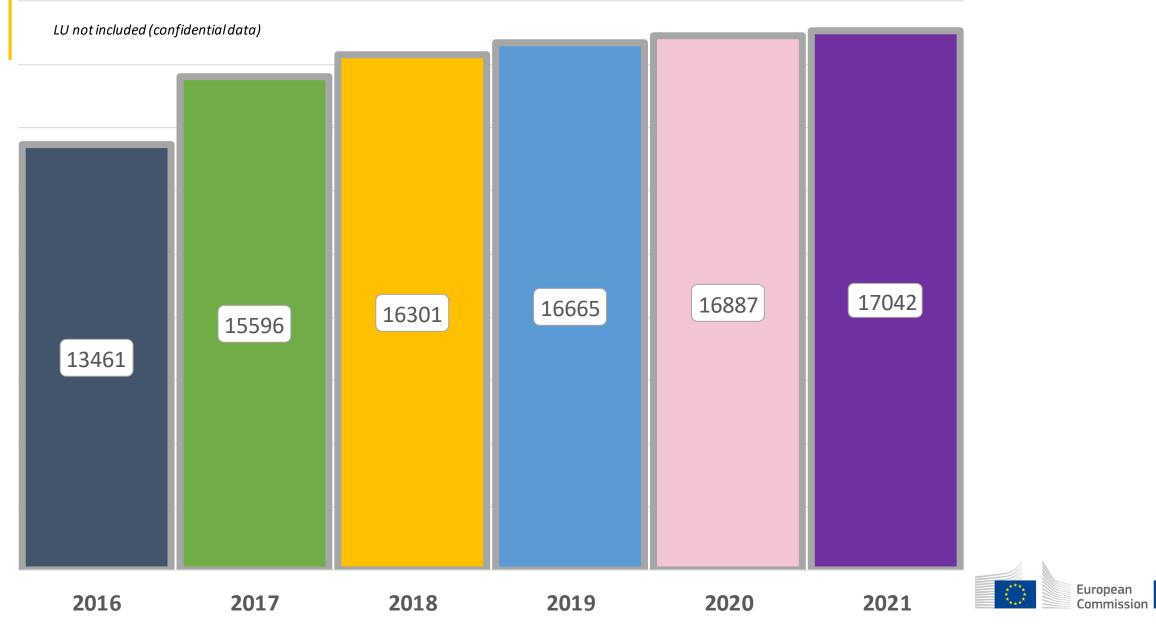
Milk Market Situation

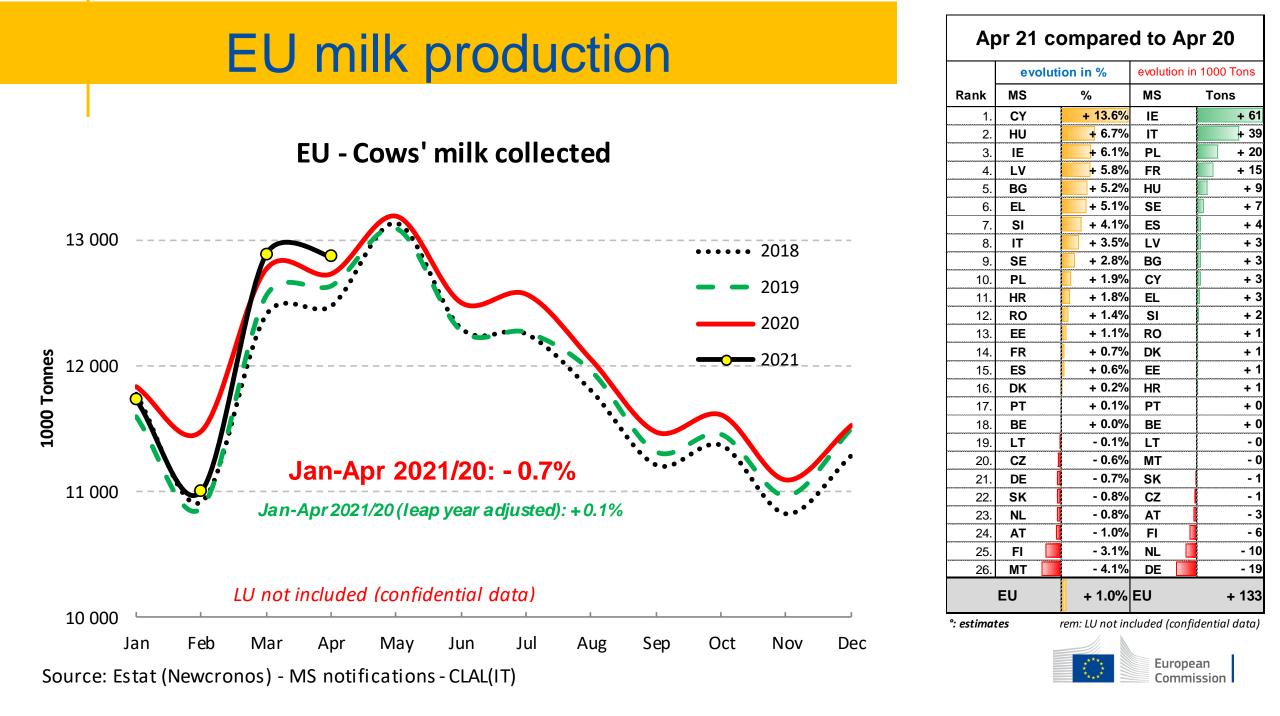
MMO meeting Brussels, 23 June 2021



EU-27 milk deliveries and price Jan-Apr 2016-21 (x1000 t, c/kg)

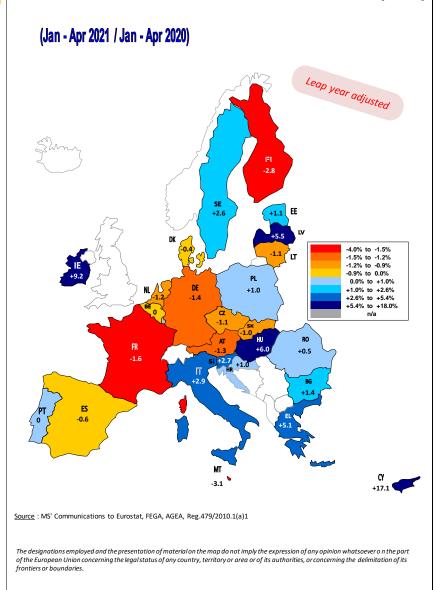


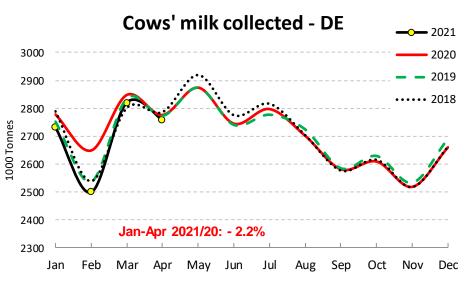


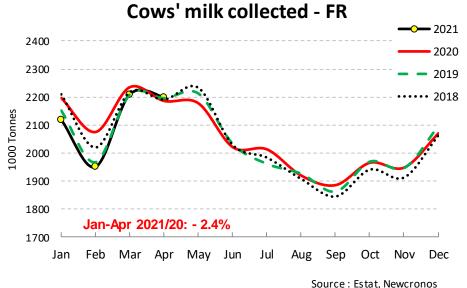


EU milk deliveries compared to last period (in %)

EU Milk Deliveries compared to last period (in %)

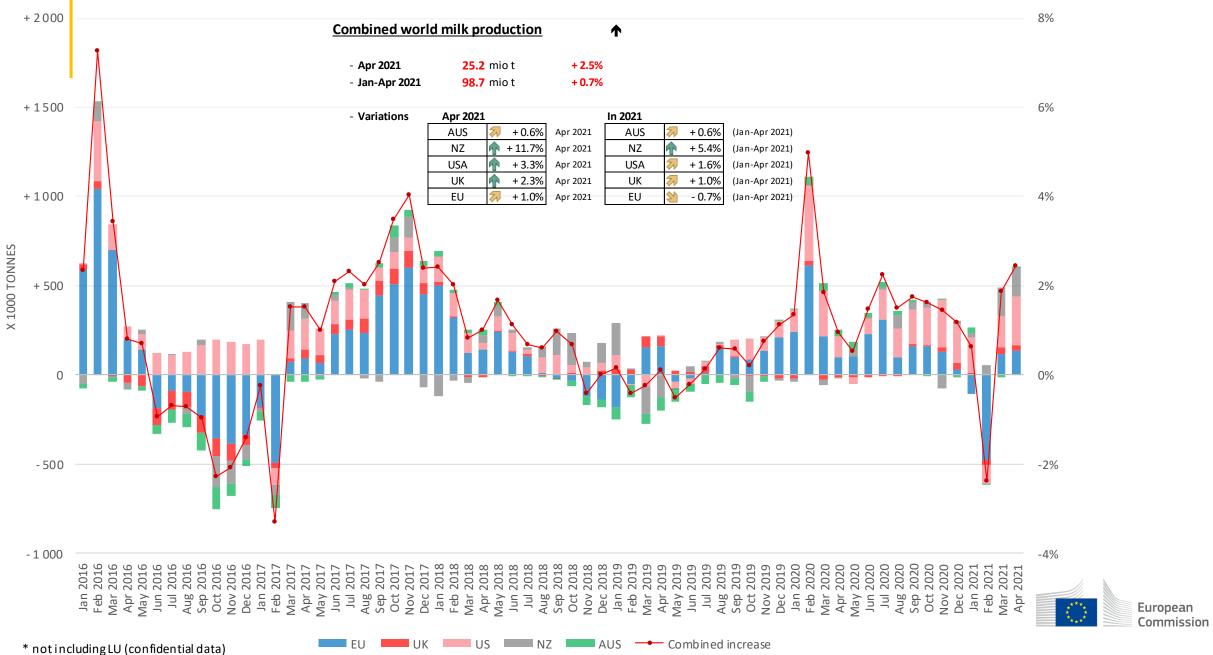




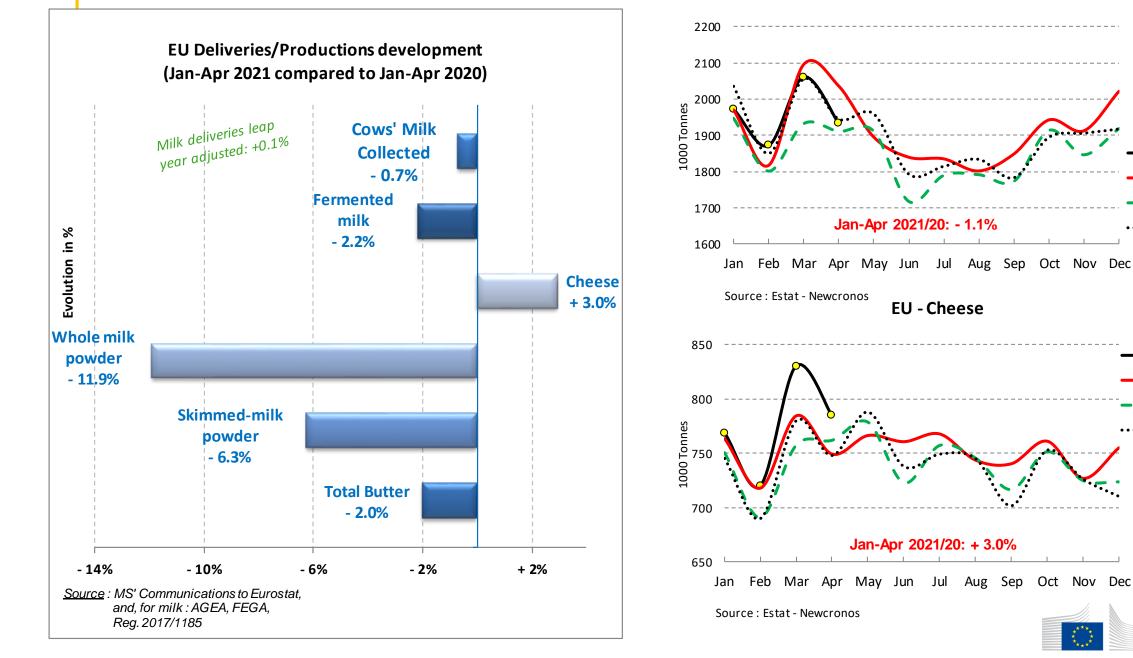


European Commission

EU*+UK+US+NZ+AUS COMBINED MILK PRODUCTION GROWTH









- 2021

2020

- 2019

••••• 2018

____ 2021

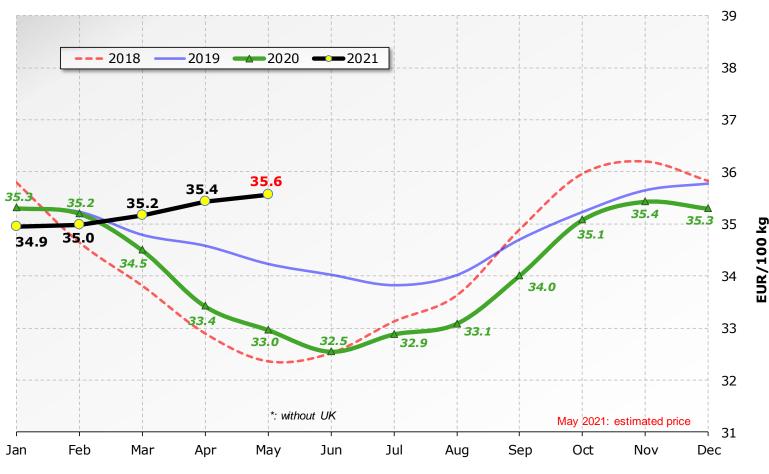
- - 2019

••••• 2018

--- 2020

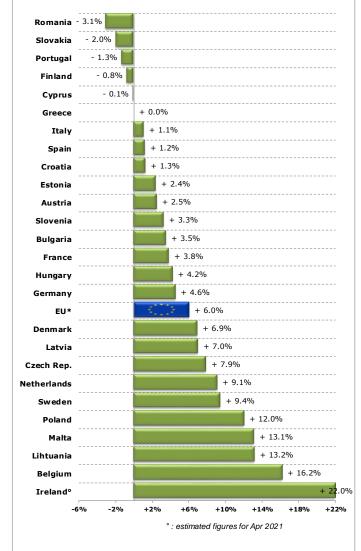
EU milk prices paid to the producers

Milk Prices paid to the Producers EU* (weight.avg.)



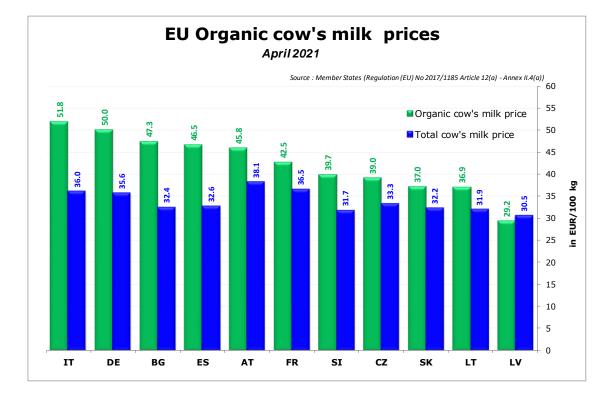
Source : Member States Reg. (EU) No 2017/1185 Article 12(a) - Annex II.4(a))

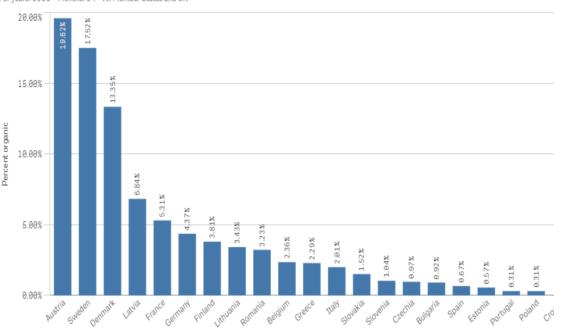




Source : Member States (Reg. (EU) No 2017/1185 Article 12(a) - Annex II.4(a))

EU organic raw milk production & prices



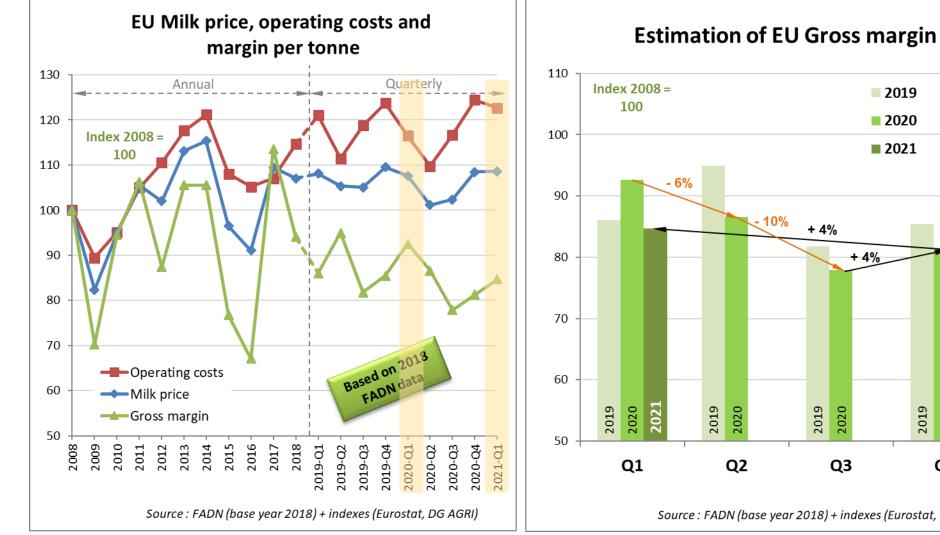


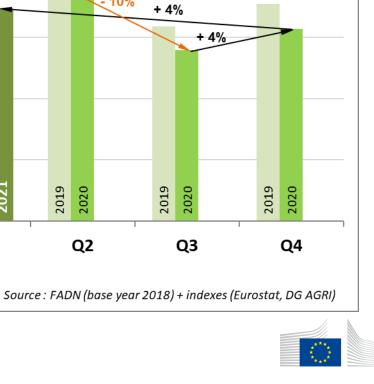
Organic raw cow's milk delivered to dairies as a percentage of total raw cow's milk For years: 2021 > Months: 04 > All Member States and UK

Apr. 2021: 4.4% of total raw milk collected was organic (based on notifications from 20 MS)



Margins





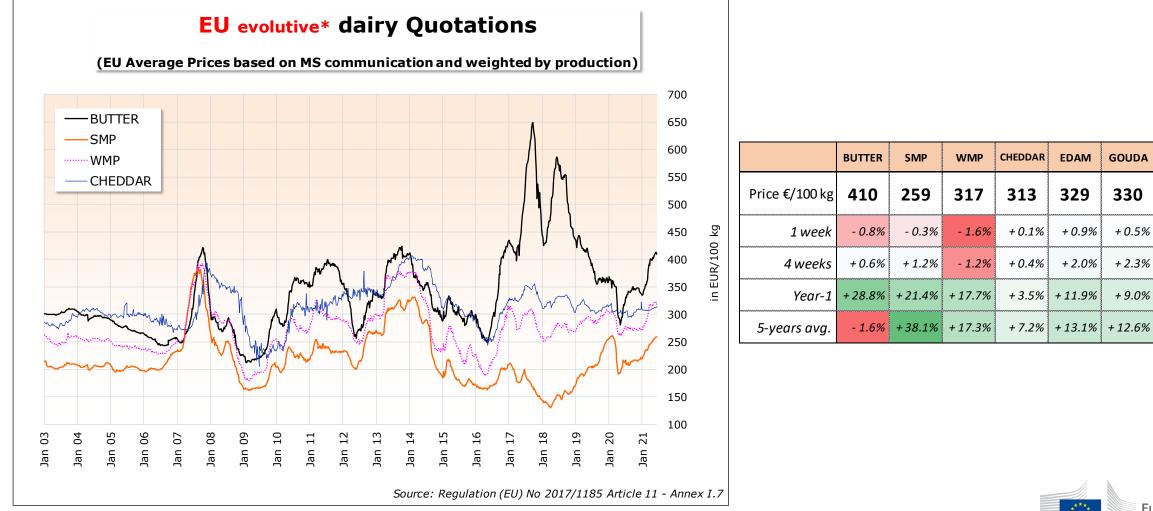
European Commission

2019

2020

2021

EU dairy quotations





GOUDA

330

+0.5%

+ 2.3%

+9.0%

EMMENTAL

482

+0.2%

+0.0%

+0.4%

WHEY

101

0.0%

+1.5%

+ 34.8%

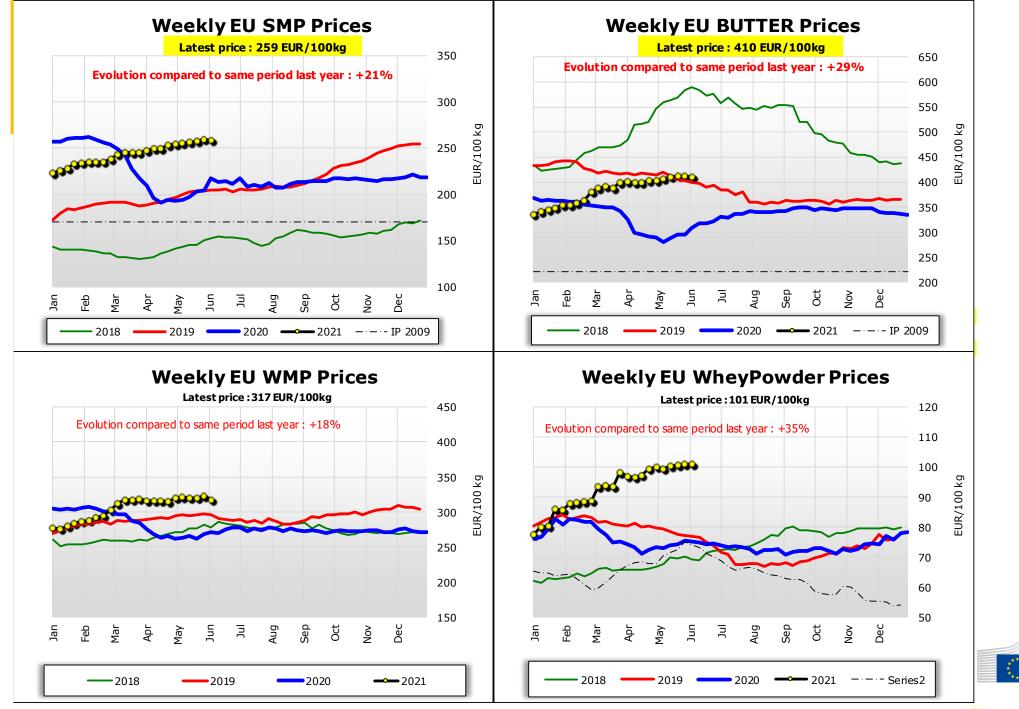
+ 4.4% + 35.5%

EDAM

329

+0.9%

+2.0%



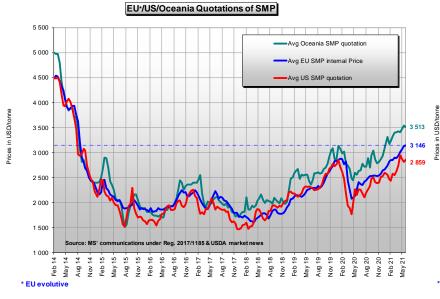
European Commission

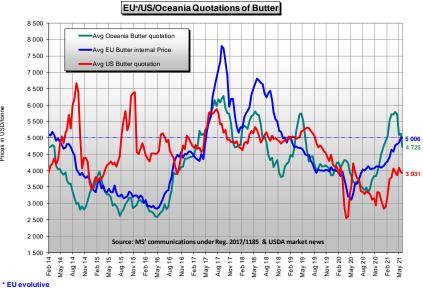
Latest world dairy quotations

Latest World Quotations of Dairy Products

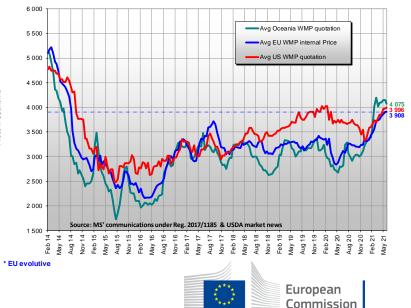
	Latest Quotations					Week - 2						Year - 1					
In US\$/t		13/06/2021				30/05/2021			%change (previous quotation)			07 June 2020			%change (1 year)		
	E	EU*	Oce	ania	USA	EU*	Oceania	USA	EU*	Oceania	USA	EU*	Oceania	USA	EU*	Oceania	USA
Butter	4	5 006	.	4 725	3 931	4 996	5 125	3 946	-} + 0.2%	🖕 - 7.8%	- 0.4%	3 292	3 638	4 220	• + 52%	a 🛉 🕂 + 30%	- 7%
SMP	┛	3 146	4	3 513	2 859	3 131	3 538	2 816	-} + 0.5%	- 0.7%	7 + 1.5%	2 271	2 563	2 159	4 + 39%	• 🕈 + 37%	🕈 + 32%
WMP	4	3 908	.	4 075	a 3 996	3 907	4 150	3 974	-} + 0.0%	🖄 - 1.8%	→ + 0.6%	2 982	2 800	3 693	• + 31%	• 🕈 + 46%	🕈 + 8%
Cheddar	4	3 796	4	4 363	3 264	3 808	4 425	3 318	- 0.3%	🖄 - 1.4%	🖄 - 1.6%	3 349	3 963	5 611	• + 13%	• 🕈 + 10%	🔶 - 42%

Source : Member States Notifications under Reg. 2017/1185, USDA

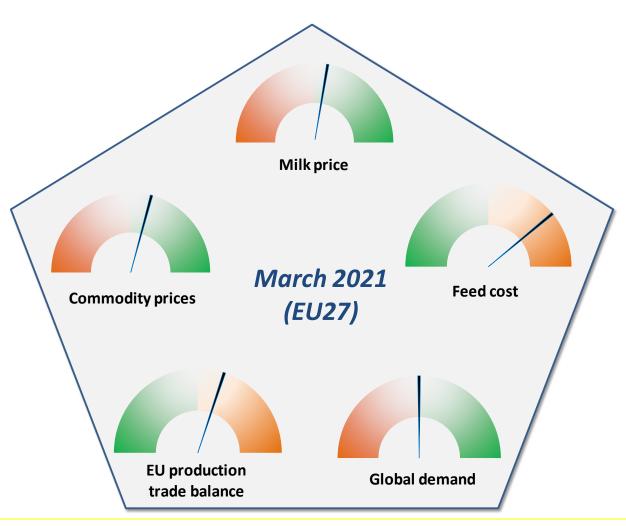




EU*/US/Oceania Quotations of WMP

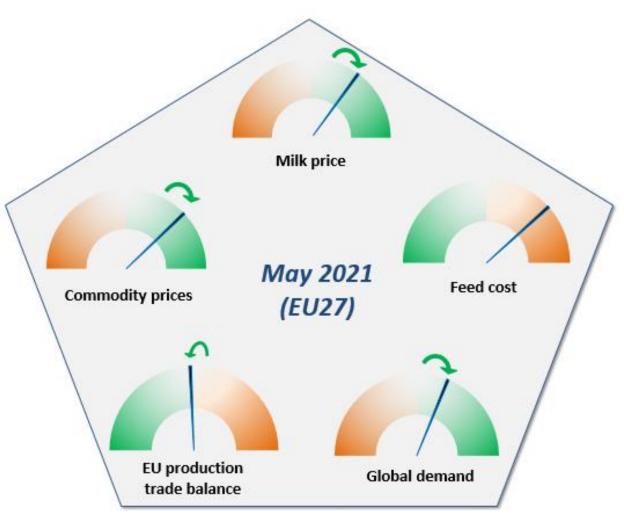


Indicators





Indicators





Keep in touch and thank you!

















EU agri-food Data portal



ANNEX 2

EU short-term dairy outlook

European Commission

EU SHORT-TERM DAIRY OUTLOOK

Andrea Čapkovičová

Unit of Analysis and Outlook, DG AGRI

MMO

23 June 2021



EU milk production

• +0.8% EU milk deliveries in 2021:

- Estimated further growth in IE (6%), PL (2%), IT (1.2%), modest rate in DE (0.2%), stable in FR
- Rainfall in May improved grass quality and availability
- Cow's slaughterings delayed but could accelerate -> (-0.9% dairy herd)
- Cold winter -> lower yield growth than in last STO (+1.6%)
- Global demand continues supporting dairy prices



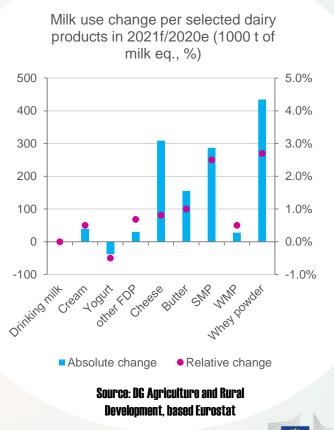


Source: DG Agriculture and Rural Development, based Eurostat



EU dairy products

- More SMP and butter could be produced in upcoming months
- EU cheese and butter consumption could increase (+1%), FDP below 2021
- China's demand supports EU FDP exports -> +10% in total, +7% EU whey exports
- SMP and cheese exports to grow as well (+6% and +3%), limited in butter (+1%)





STO to be published on 5 July

- Short-term outlook: <u>https://ec.europa.eu/info/food-farming-fisheries/farming/facts-and-figures/markets/outlook/short-term_en</u>
- Estimated MS balance sheets: <u>https://datam.jrc.ec.europa.eu/datam/mashup/PROD_TRADE_USE/I</u> ndex.html



ANNEX 3

EU dairy products monthly stock estimates at the end of March 2021

EDA



EU dairy products monthly stock estimates at the end of March 2021

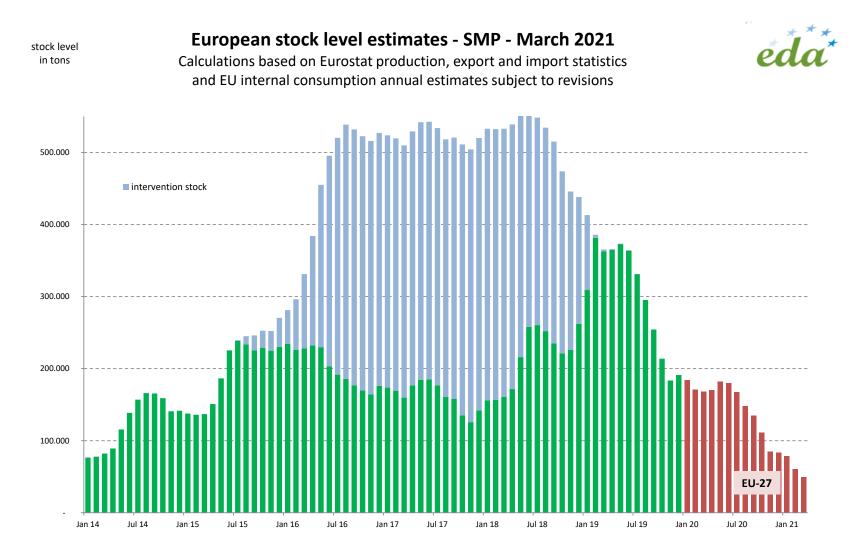
Milk Market Observatory Economic Board

June 23rd, 2021

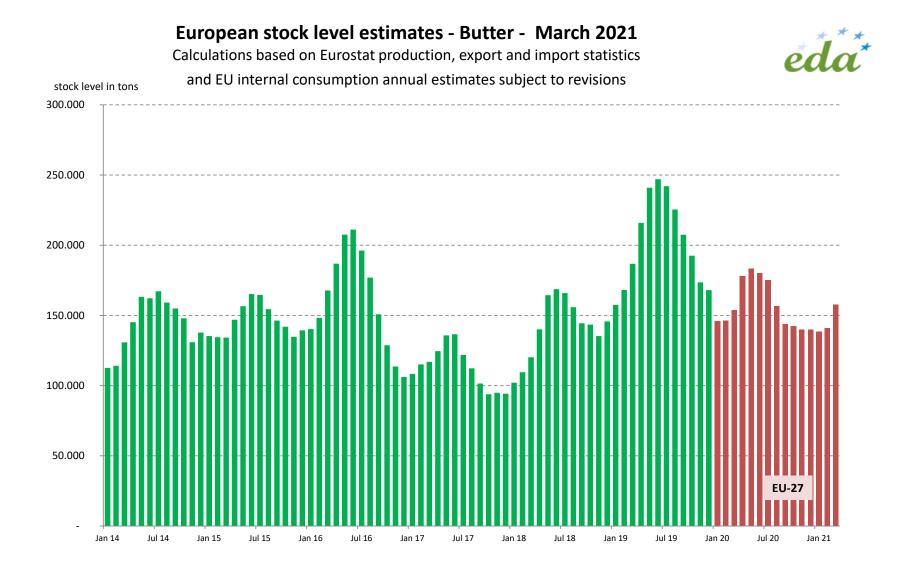
Methodology

- For each dairy product and each month, the stock estimates are based on the equation:
 - Stock variation = EU production + EU import EU internal consumption EU exports
- ZMB balance sheets and forecasts have been used as references for :
 - End of year stock levels
 - Yearly consumption levels
- Monthly production statistics are based on ZMB Dairy World publications.
- Exports and imports figures are based on MMO website figures and Eurostat. From 2020 onwards, data refer to the EU-27 (coloured in red).
- The initial stocks entered in the model at the beginning of 2012 are :
 - SMP: 152 000 t
 - Butter: 80 000 t
 - Cheese: 200 000 t (arbitrary basis)
- The green/red parts in each graph mean that this stock level can be considered as normal for the month.
- Orange parts mean that this stock level can be considered as too high for the month; intervention stocks are coloured blue.
- These qualifications are based on the EDA analysts' personal views and past market observations.

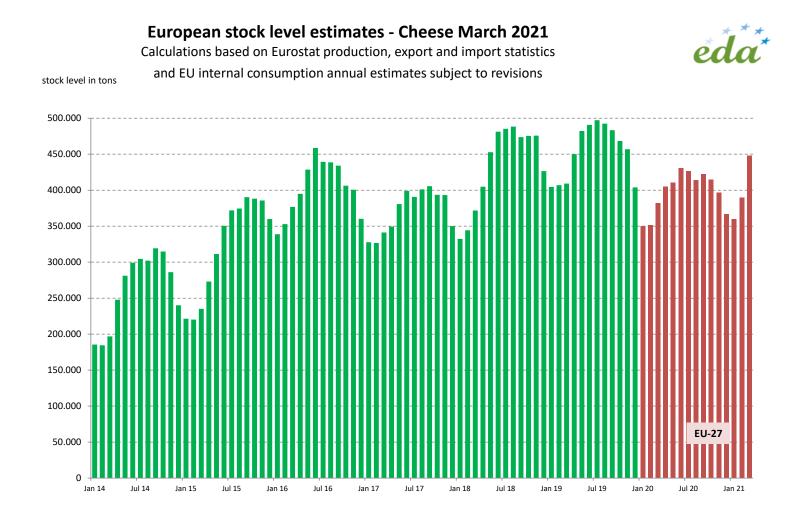
SMP: 2021 started with lowest stock since years. EU-production is behind previous year's level due to modest milk deliveries and strong cheese production. With healthy demand on the internal and world market stocks reduced further and prices firmed continously.



Butter: 2021 started with modest stocks, strong retail-demand and slow production. Since March availability increased with a slowing down of retail demand und weaker export to international markets. Food-service demand recovered recently.



2021 started with a strong cheese demand, modest stocks and rising prices. Due to higher production and reduced export from EU-27 to UK and USA stocks recovered quickly in March. Price increase stopped.



Situation

- Dairy markets had been very firm in Q1 due to the strong Christmas business and lower milk deliveries in the first two months of the year.
- With picking up of milk deliveries since March, slower retail-demand after Easter, later than expected reopening of food-service, lower exports of butter and cheese to 3rd countries incl. UK stocks partly went up. SMP/Protein is the strongest market segment actually with low stocks.
- Increase of prices came to an end for the time being. Milk output of competitors in America and Oceania is stronger than expected. Further development will depend on milk output and internal and external demand.

ANNEX 4

Global Dairy Trade Flows

Eucolait



European Dairy Trade Association

Global dairy trade flows

MMO EXPERT GROUP

23/06/2021

www.eucolait.eu

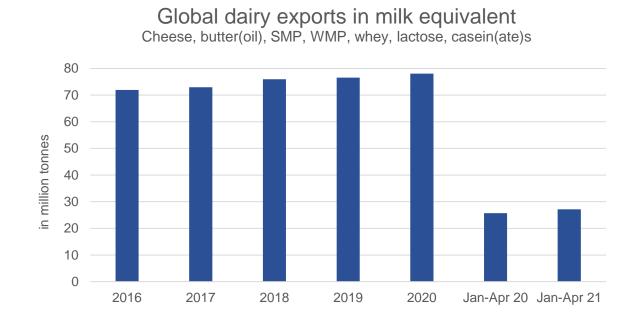
Outline

- Global exports & demand*
- Developments in key import markets
- Conclusions



Global dairy exports in ME

Global dairy exports: Growth rate Jan-Apr 21/20: **+5%**

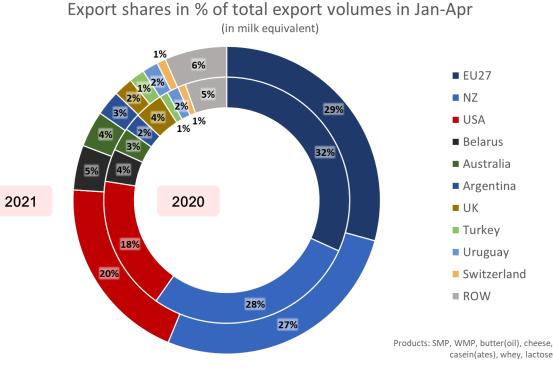


Monthly global exports - all dairy products in milk equivalent (1000 tonnes)





Dairy exports of main market players in ME









Main import markets & EU export destinations

China

Mexico

Russia

Algeria

Japan

Indonesia

Philippines

Saudi Arabia

United States

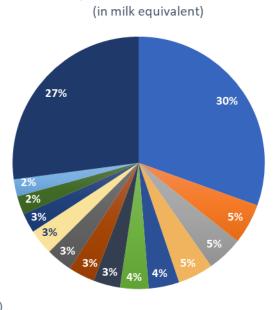
Malaysia

UK

EU27

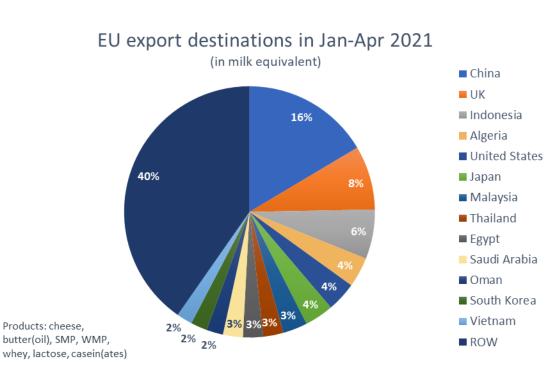
ROW

Thailand



Main import markets in Q1 2021

Products: cheese, butter(oil), SMP, WMP, whey, lactose, casein(ates)





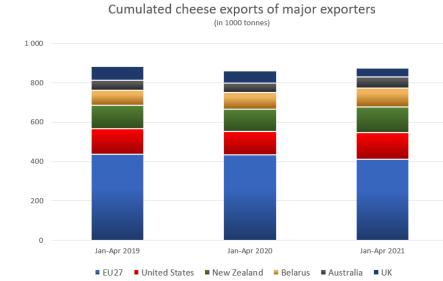
Cheese trade

Global cheese exports:

Growth rate Jan-Apr 21/20: +3%

EU cheese exports:

Growth rate Jan-Apr 21/20: -5%



MAIN CHEESE IMPORTERS Q1 2021				
Importers	Volumes in tonnes	Market shares	Δ% 21/20	
World	740 587	100%	-1%	
UK	88 741	12%	-21%	
Russia	82 936	11%	+12%	
Japan	64 688	9%	+0%	
Saudi Arabia	51 838	7%	+10%	
China	51 008	7%	+47%	
South Korea	42 354	6%	+17%	
EU27	40 177	5%	-24%	
United States	39 090	5%	-2%	
Mexico	28 636	4%	-13%	
Australia	26 064	4%	-3%	
ROW	225 055	30%	-1%	

EU27 CHEESE EXPORTS JAN-APR 2021					
	Volumes in tonnes	Share of EU exports	Δ% 21/20		
Total EU27 exports	412 881	100%	-5%		
United Kingdom	98 072	24%	-29%		
Japan	38 096	9%	+9%		
United States	36 190	9%	-5%		
Switzerland	25 475	6%	+14%		
South Korea	17 652	4%	-8%		
Ukraine	16 727	4%	+27%		
Saudi Arabia	16 287	4%	+12%		
China	14 238	3%	+119%		
Libya	9 957	2%	+51%		
Australia	9 160	2%	+1%		
ROW	131 027	32%	+1%		



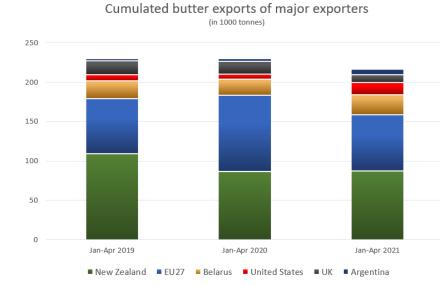
Butter trade

Global butter exports:

Growth rate Jan-Apr 21/20: -2%

EU butter exports:

Growth rate Jan-Apr 21/20: -26%



MAIN BUTTER IMPORTERS Q1 2021					
Importers	Volumes in tonnes	Market shares	Δ% 21/20		
World	167 690	100%	-7%		
China	32 551	19%	-4%		
Russia	32 302	19%	+3%		
Saudi Arabia	12 538	7%	+22%		
United States	9 167	5%	+41%		
UK	8 128	5%	-54%		
Australia	8 069	5%	-14%		
EU27	7 103	4%	-13%		
Canada	5 150	3%	+ 6%		
Taiwan	4 741	3%	+11%		
Japan	4 408	3%	-18%		
ROW	43 533	26%	-12%		

EU27 BUTTER EXPORTS JAN-APR 2021				
	Volumes in tonnes	Share of EU exports	Δ% 21/20	
Total EU27 exports	71 554	100%	-26%	
United States	11 986	17%	-8%	
United Kingdom	8 382	12%	-56%	
China	7 717	11%	+114%	
Saudi Arabia	3 158	4%	-60%	
South Korea	2 667	4%	+30%	
Morocco	2 548	4%	-52%	
Taiwan	2 270	3%	+14%	
Singapore	2 047	3%	-9%	
Egypt	1 849	3%	-56%	
United Arab Emirates	1 573	2%	-43%	
ROW	27 357	38%	-20%	



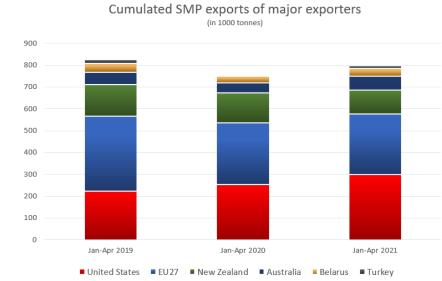
SMP trade

Global SMP exports:

Growth rate Jan-Apr 21/20: +6%

EU SMP exports:

Growth rate Jan-Apr 21/20: -2%



MAIN SMP IMPORTERS Q1 2021							
Importers		olumes tonnes	Market shares	۵%	21/20		
World		522 070	100%		+3%		
China		118 921	23%		+34%		
Mexico		75 659	14%	T	+12%		
Indonesia		46 447	9%		+5%		
Philippines		37 478	7%	~	+5%		
Malaysia		30 517	6%		+24%		
Algeria		30 070	6%	➔	-22%		
Singapore		14 925	3%	4	+15%		
Colombia		14 018	3%	➔	-16%		
Russia		12 613	2%	4	-15%		
Egypt*		11 572	2%	4	-41%		
ROW		129 850	25%	4	-8%		

EU27 SMP EXPORTS JAN-APR 2021					
	Volumes in tonnes	Share of EU exports	Δ% 21/20		
Total EU27 exports	275 430	100%	-2%		
China	37 875	14%	+18%		
Algeria	31 737	12%	-40%		
Indonesia	26 413	10%	+84%		
Egypt	16 597	6%	-14%		
Philippines	15 141	5%	+97%		
Yemen	14 540	5%	+47%		
Nigeria	11 751	4%	+4%		
Malaysia	11 396	4%	-25%		
Vietnam	9 709	4%	+59%		
Thailand	8 415	3%	+2%		
ROW	91 856	33%	-11%		

* Estimates for Mar 21



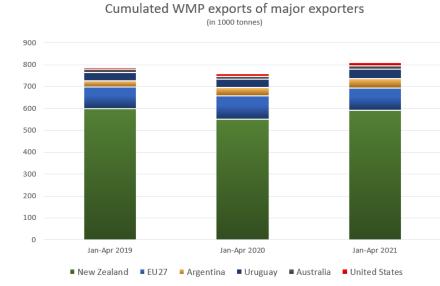
WMP trade

Global WMP exports:

Growth rate Jan-Apr 21/20: +6%

EU WMP exports:

Growth rate Jan-Apr 21/20: -7%



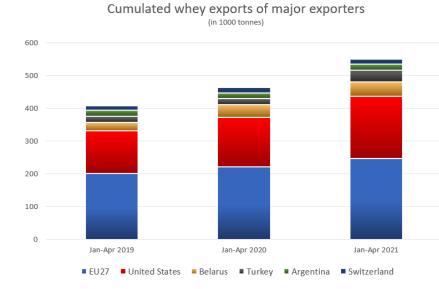
MAIN WMP IMPORTERS Q1 2021					
Importers	Volumes in tonnes	Market shares	Δ% 21/20		
World	656 932	100%	+2%		
China	326 050	50%	+21%		
Algeria	57 544	9%	-14%		
Saudi Arabia	32 804	5%	-30%		
Sri Lanka	24 639	4%	-5%		
Brazil	22 264	3%	+87%		
Oman	21 083	3%	+25%		
Thailand	18 299	3%	-30%		
Nigeria	17 554	3%	+14%		
Singapore	15 370	2%	-2%		
Indonesia	14 431	2%	+12%		
ROW	106 894	16%	-22%		

EU27 WMP EXPORTS JAN-APR 2021					
	Volumes	Share of	Δ% 21/20		
	in tonnes	EU exports			
Total EU27 exports	100 624	100%	-7%		
Oman	19 606	19%	+19%		
Nigeria	6 583	7%	-2%		
China	5 682	6%	+30%		
United Kingdom	4 531	5%	-54%		
Kuwait	3 992	4%	-31%		
United Arab Emirates	3 677	4%	+18%		
Senegal	3 034	3%	+6%		
Algeria	2 926	3%	-46%		
Lebanon	2 713	3%	-9%		
Saudi Arabia	2 637	3%	-24%		
ROW	45 243	45%	-3%		



Whey powder trade

Global whey powder exports: Growth rate Jan-Apr 21/20: **+15%** EU whey powder exports: Growth rate Jan-Apr 21/20: **+11%**



MAIN WHEY POWDER IMPORTERS Q1 2021					
Importers	Volumes Market in tonnes shares		Δ% 21/20		
World	413 549	100%	+15%		
China	201 409	49%	+59%		
Indonesia	27 297	7%	+42%		
Malaysia	24 959	6%	+6%		
Japan	15 681	4%	-8%		
Philippines	15 423	4%	19%		
Mexico	12 386	3%	-6%		
Thailand	12 042	3%	-29%		
Russia	9 070	2%	-38%		
UK	8 560	2%	-25%		
South Korea	7 917	2%	+10%		
ROW	78 805	19%	-18%		

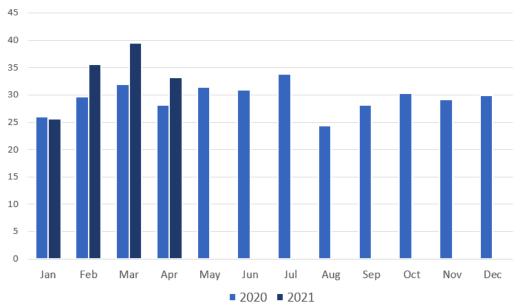
EU27 WHEY POWDER EXPORTS JAN-APR 2021					
	Volumes	Share of	Δ% 21/20		
	in tonnes	EU exports			
Total EU27 exports	247 640	100%	+11%		
China	97 700	39%	+39%		
Indonesia	31 484	13%	+40%		
Malaysia	19 164	8%	-17%		
Thailand	14 074	6%	-0%		
United Kingdom	9 057	4%	-41%		
Vietnam	9 051	4%	+1%		
Japan	6 268	3%	+17%		
South Korea	4 973	2%	-1%		
India	4 207	2%	+14%		
Singapore	4 002	2%	+21%		
ROW	47 660	19%	-6%		



Fat-filled powder trade

EU fat-filled powder exports: Growth rate Jan-Apr 21/20: **+16%**

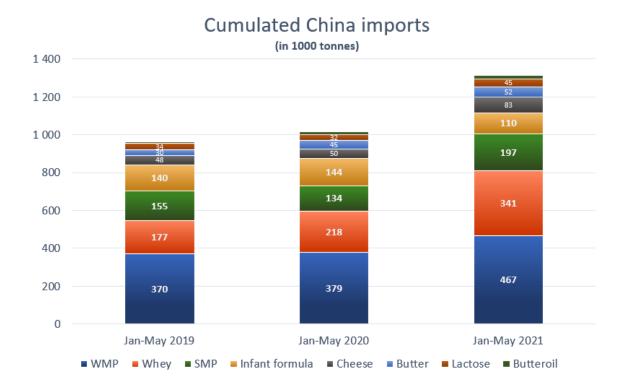
EU27 fat-filled powder exports (in 1000 tonnes)



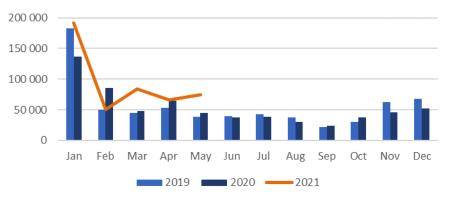
EU27 FFP EXPORTS JAN-APR 2021						
	Volume in tonn		Share of EU exports	۵%	21/20	
Total EU27 exports	133	851	100%		+16%	
Nigeria	24	510	18%		+14%	
Senegal	19	363	14%		+35%	
Iraq	11	823	9%		+32%	
United Arab Emirates	11	471	9%	•	-12%	
Bangladesh	6	352	5%		+39%	
Cote d'Ivoire	6	320	5%		+55%	
Egypt	5	265	4%		+87%	
Guinea	4	884	4%		+61%	
Niger	3	344	2%	T	+26%	
Benin	2	781	2%	T	+118%	
ROW	37	738	28%	•	-5%	



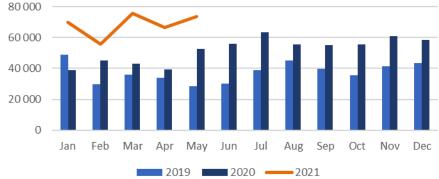
China imports



China WMP imports (040221+040229) (in tonnes)

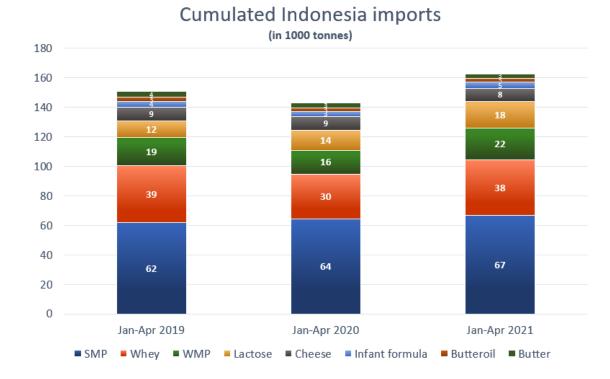




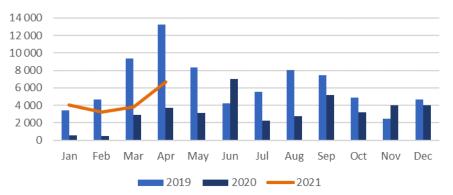




Indonesia imports



Indonesia SMP imports from the EU27 (in tonnes)

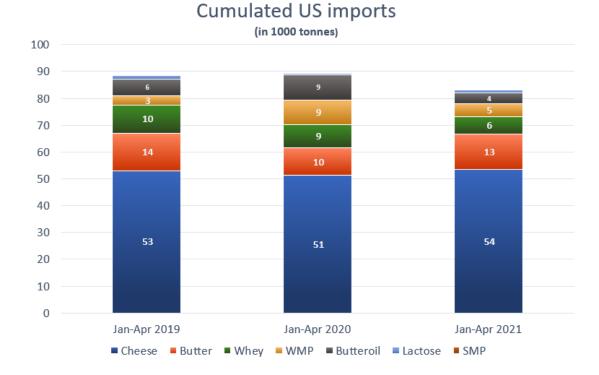




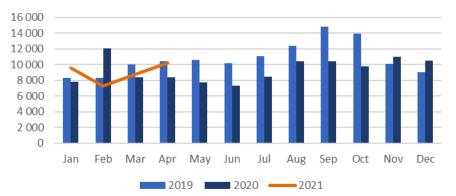




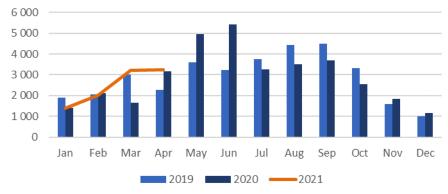
US imports



US cheese imports from the EU27 (in tonnes)

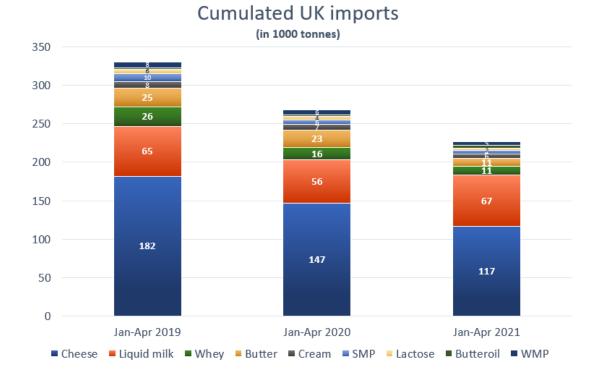




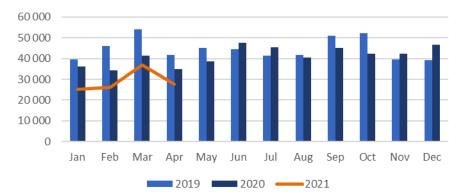




UK imports



UK cheese imports from the EU27 (in tonnes)









Conclusions

- **Global trade growth** has been very solid so far this year, in spite of the tremendous decline in EU-UK trade. Growth has taken place in all main categories except butterfat.
- **Strong Chinese buying** was the most important feature on the demand side in the 5 first months of 2021. South East Asia and South Korea have also contributed to the additional demand.
- On the **export side**, US was the main beneficiary by far, followed by Australia, Belarus, Argentina and Turkey.
- **European exports** suffered from the Brexit aftermath and the aircraft dispute with the US, offsetting good performances in other destinations. Exports to the US should recover as result of the tariff truce recently extended to 5 years.
- Lack of container availability and soaring freight prices are severely affecting export operations and leading to shipment delays. So far these challenges have not translated into lower total dairy trade volumes.
- Even as vaccinations progress and the food service sector reopens, market actors remain very cautious as the situation is unprecedented and the global pandemic far from over.
- **Dairy demand** has shown remarkable resilience but the overreliance on exceptionally strong Chinese imports is a source of concern. If demand weakens, dairy markets might come under pressure in H2 as a result of the increasing milk flows in the main exporting countries.



Thank You

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ANNEX 5

Trends in sales of Milk & Dairy products – a retail perspective

EuroCommerce





TRENDS IN SALES OF MILK & DAIRY PRODUCTS – A RETAIL PERSPECTIVE Milk Market Observatory

23 JUNE 2021



General trends in retail in 2021

- grocery spending at an all time high (due to HoReCa closures, lockdowns)
- going towards a 'new normal' retail will once again need to rebalance its role within the broader ecosystems with Horeca
- Impact of the pandemic: consumers both uptrading and downtrading
- In 2020-21, significant shift towards healthy/sustainable/local product:
 - ✓ 30% of European consumers will focus on healthy eating in 2021
 - 60% of European consumers are willing to pay more for sustainable alternatives 70% for fresh food (fruit, vegetables, and meat)
- Increased demand for organically certified products

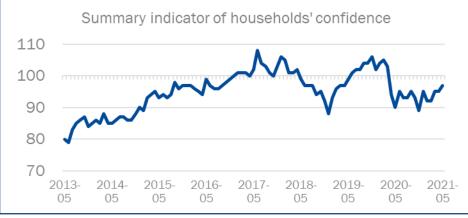


Source: McKinsey 2021

Economic context

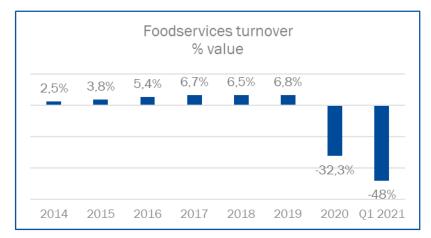
(1)In May 2021, households' confidence in the economic situation has increased. At 97, the synthetic index has gained 2 points but remains below its long-term average

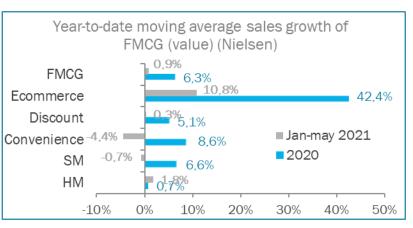
(2 Q1 2021 was marked by a new sharp decline in restaurant sales (-48%), FMCG sales slowed sharply in the first 5 months of 2021











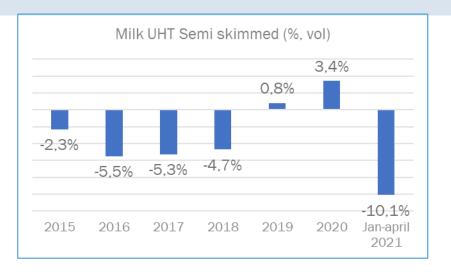


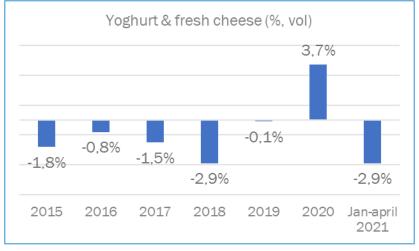
Home consumption - Period ending 30 April 2021

Product category	Volume (% change) 4 months period (P01'21-P04'21)	Volume (% change) Year on year (P04'19-P04'20 / P04'20 -P04'21)	Price (% change) 4 months period (P01'21-P04'21)	Price (% change) Year on year (P04'19-P04'20 / P04'20 -P04'21)
Total liquid milk	-7,8%	-1,7%	+0,2%	+0,6%
Of which UHT semi- skimmed milk	-10,1%	-4,1%	-0,1%	+0,4%
Yoghurt & fresh cheese	-2,9%	0,0%	+2,8%	+1,6%
Butter	-4,3%	+2,2%	-1,2%	-1,0%
Cream	-2,8%	+5,3%%	-0,1%	+0,6%
Cheese	0,0%	+4,3%	+2,3%	+1,3%

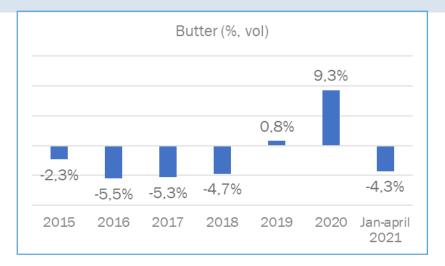
Source: Kantar World Panel via FranceAgriMer (Min. de l'Agriculture)

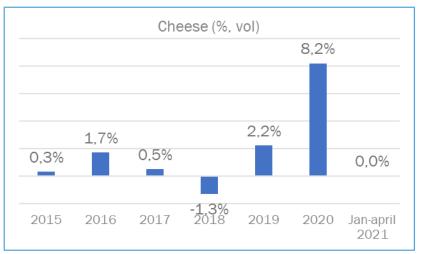
Home Consumption (vol.) - Period ending 30 April 2021





Source: Kantar World Panel via FranceAgriMer (Min. de l'Agriculture)



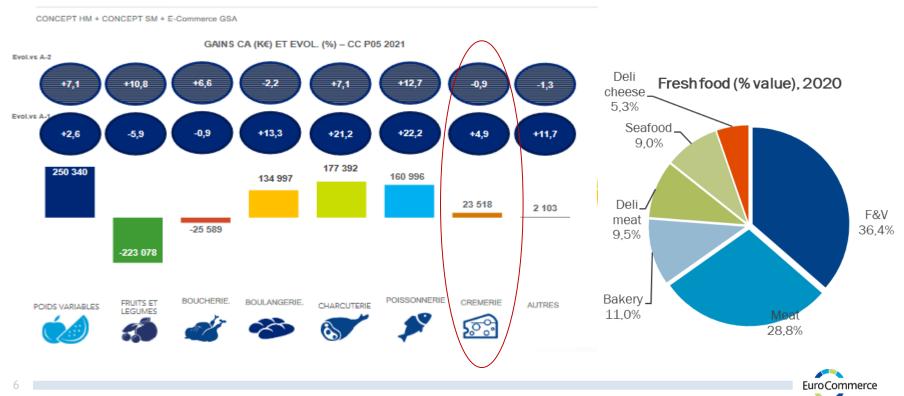


EuroCommerce

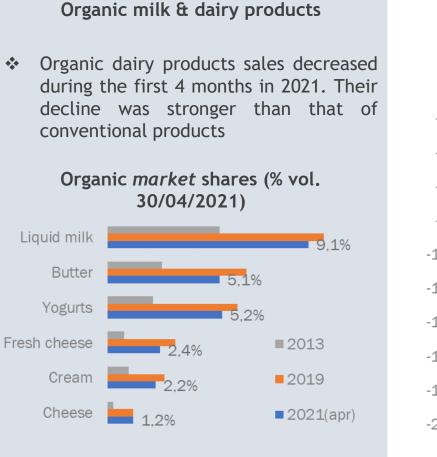
Focus on fresh food in hypermarkets and supermarkets

The sales of fresh food products (unpacked products) increased by 2,6% during the first 5 months of 2021 compared to the same period in 2020 (+7,1% // same period in 2019). The sales of **cheese** increased by 4,9% during the first 5 months of 2021 compared to the same period in 2020.

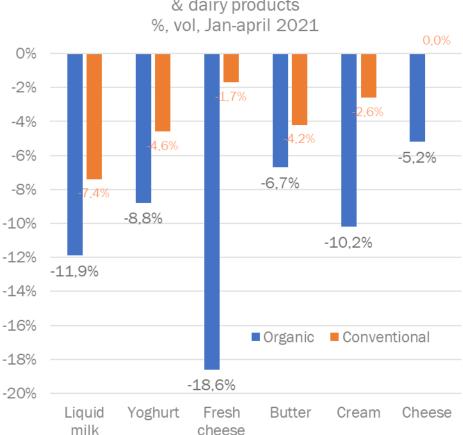
Décomposition évolution poids variable - cumul courant -



Sales of organic versus conventional milk & dairy products



Source: Kantar World Panel via FranceAgriMer (Min. de l'Agriculture)



EuroCommerce

Consumption of organic vs conventional milk & dairy products

Plant-based options in 2021

Plant-based options (desserts, beverages) represented 301,5 M€ in 2020, i.e. nearly 7% of the global dairy market + plant-based options.

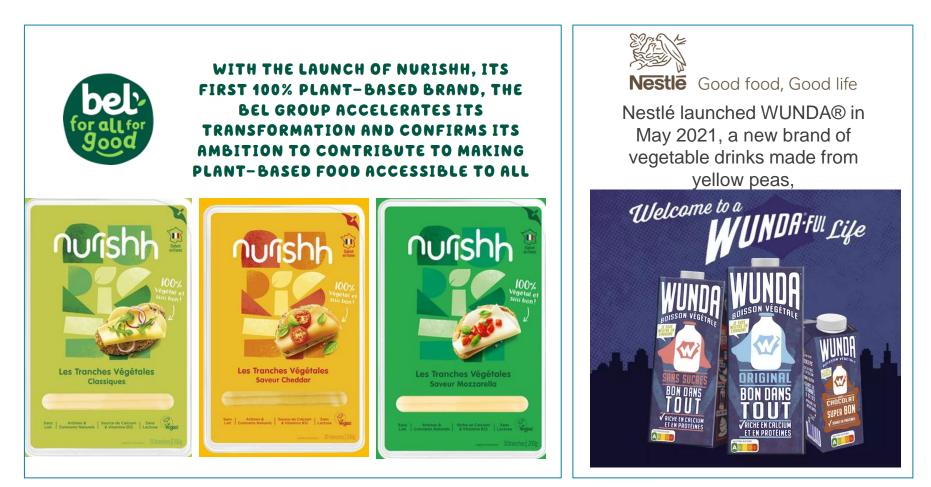
	Sales in value (€) % Evol vs Y-1								
	2020	04-01-2021 to 30-05-2021 (5 months)	P1 04-01-2021 to 31-01-2021	P2 01-02-2021 to 28-02-2021	P3 01-03-2021 to 04-04-2021	P4 05-04-2021 to 02-05-2021			
TOTAL FMCG (food)	6,9%	0,1%	9,4%	4,2%	-7,0%	1,4%	-3,5%		
TOTAL YOGHURTS	4,9%	0,9%	8,1%	2,3%	-4,5%	-0,8%	1,9%		
Soy desserts	-1,5%	-1,6%	0,5%	3,9%	-1,4%	1,4%	1,0%		
Other plant-based desserts	19,4%	19,3%	22,5%	14,5%	10,8%	21,7%	35,5%		
UHT MILK	6,1%	-5,2%	8,6%	-1,5%	-22,5%	-2,6%	2,3%		
Plant-Based Beverages	11,7%	0,8%	17,3%	5,8%	-8,1%	-2,1%	-3,6%		

	Sales in value (000 €)								
	2020	04-01-2021 to 30-05-2021 (5 months)	P1 04-01-2021 to 31-01-2021	P2 01-02-2021 to 28-02-2021	P3 01-03-2021 to 04-04-2021	P4 05-04-2021 to 02-05-2021	P5 03-05- 2021 to 30- 05-2021		
TOTAL FMCG	116 449 640,2	47 160 510,9	9 037 278,9	8 699 895,3	11 312 188,4	8 958 850,5	9 152 297,9		
TOTAL YOGHURTS	2 278 415,8	967 444,0	186 879,4	179 614,1	234 870,7	181 645,0	184 434,9		
Soy desserts	54 672,1	23 071,7	4 367,0	4 263,9	5 762,8	4 344,7	4 333,4		
Other plant-based desserts	28 601,0	14 266,3	2 472,1	2 600,9	3 357,0	2 835,3	3 001,1		
UHT MILK	2 145 687,2	883 750,0	189 113,7	166 324,4	209 016,6	159 986,0	159 309,3		
Plant-Based Beverages	218 234,3	92 635,8	18 604,2	17 313,2	21 933,0	17 466,5	17 319,0		

Source: IRI



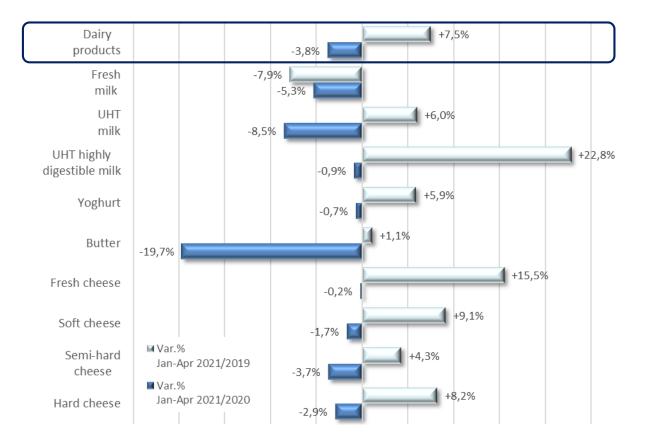
Plant-based options





Italy

Milk and dairy products – Household purchases (Value)



EuroCommerce

Italy

Milk and dairy products – Average prices at source (euro/kg excluding VAT.)

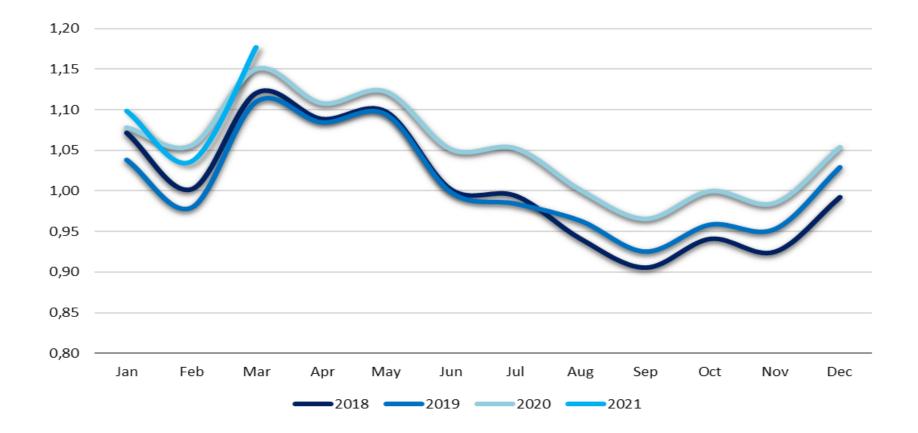
	<u>2019</u>	<u>2020</u>	<u>Var %</u> 2020/ 19	<u>Jan-Apr</u> <u>2021</u>	<u>Var %</u> 2021/ 20
Grana Padano (9-10 mesi)	7,8	6,7	-14,6%	7,4	5,9%
Parmigiano Reggiano (12 mesi)	10,9	8,7	-20,2%	10,5	19,0%
Gorgonzola (maturo dolce)	5,8	5,9	1,9%	5,9	-0,2%
Provolone Valpadana (fresco)	5,8	6,0	3,4%	6,0	0,0%
Mozzarella vaccina (125 g)	5,2	5,5	6,8%	5,4	-2,7%
Butter (zangolato)	1,6	1,1	-27,8%	1,5	29,2%
Spot milk (Lodi)	0,4	0,4	-18,1%	0,3	-4,8%



Source: Ismea

Italy

Milk and dairy products - Monthly deliveries of cow's milk (mln tons)





Source: Assolatte

Italy – Modern retail

Milk and dairy products – 1Q 2021 and Year 2020

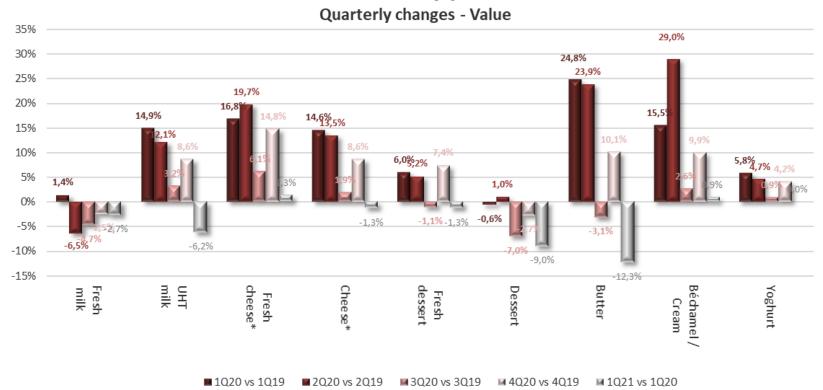
Product category	<u>VOLUME</u> (2020 vs. 2019) % change)	<u>VALUE</u> (2020 vs. 2019) % change)	<u>VOLUME</u> (1Q2021 vs 1Q 2020 % change)	<u>VALUE</u> (1Q2021 vs 1Q 2020 % change)
Fresh milk	-4,8	-3,0	-3,1	-2,7
UHT milk	7,1	9,8	-4,9	-6,2
Fresh cheese*	13,1	14,2	3,3	1,3
Cheese*	8,7	9,7	-0,2	-1,3
Fresh dessert	2,3	4,2	-1,0	-1,3
Dessert	-6,4	-2,2	-9,0	-9,0
Butter	17,7	14,3	-8,1	-12,3
Béchamel / Cream	15,0	14,6	2,7	0,9
Yoghurt	2,5	3,8	-1,6	0,0

Source: Market Track Nielsen * Peso imposto

13

Italy - Modern retail

Milk and dairy products – Quarterly changes (value)



Milk and dairy products

14

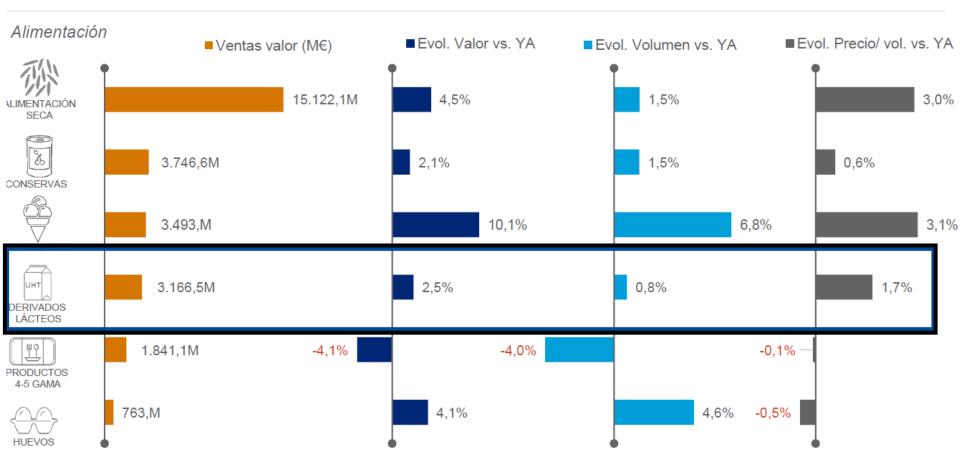
Source: Market Track Nielsen

* Peso imposto



Spain: evolution in value, volume and price

Visión general del Gran Consumo: Evolución de los principales KPI´s por sección

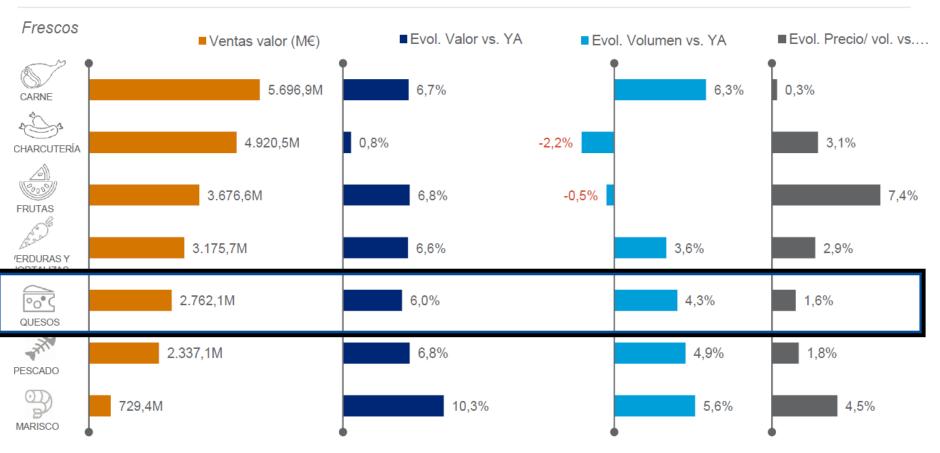


EuroCommerce

Source: IRI

Spain: evolution in value, volume and price

Visión general del Gran Consumo: Evolución de los principales KPI´s por sección



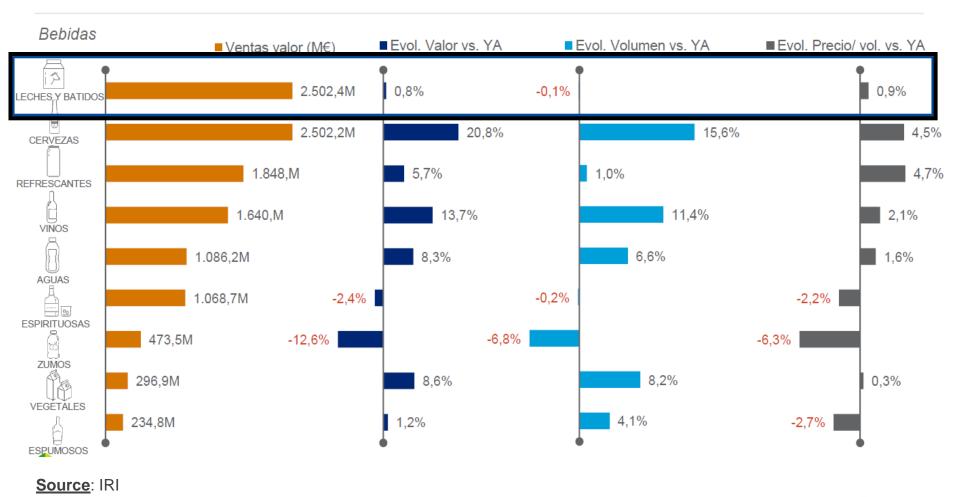
EuroCommerce

Source: IRI

16

Spain: evolution in value, volume and price

Visión general del Gran Consumo: Evolución de los principales KPI´s por sección



EuroCommerce

Spain: evolution in value

Evolución por sección: alimentación, frescos y bebidas

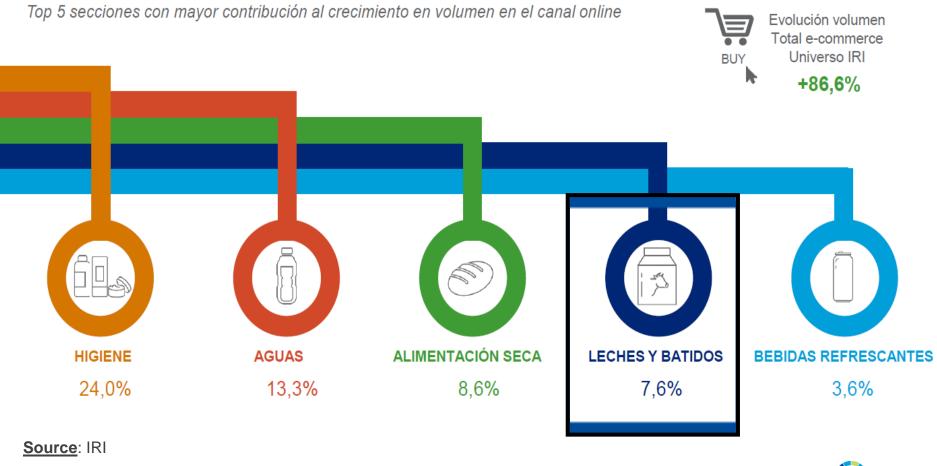
Evolución en valor vs. YA y vs. 2YA

<u> </u>						月	A.				
	TAM 21 vs. 20	TAM 21 vs. 19	6000	TAM 21 vs. 20	TAM 21 vs. 19		TAM 21 vs. 20	TAM 21 vs. 19			
ALIMENTACIÓN	+4,0%	+9,7%	FRESCOS	+5,4%	+14,0%	BEBIDAS	+7,0%	+10,4%			
ALIMENTACION SECA	4,5%	10,1%	CARNE	6,7%	14,3%	LECHES Y BATIDOS	0,8%	3,9%			
CONGELADOS	10,1%	18,1%	CHARCUTERIA	0,8%	9,1%	CERVEZAS	20,8%	29,2%			
CONSERVAS	2,1%	8,3%	FRUTAS	6,8%	15,7%	BEBIDAS REFRESCANTES	5,7%	8,8%			
			VERDURAS Y		, in the second s	VINOS	13,7%	16,4%			
DERIVADOS LACTEOS	2,5%	4,9%	HORTALIZAS	6,6%	21,7%	BEBIDAS ESPIRITUOSAS	8,3%	10,0%			
HUEVOS	4,1%	12,0%	QUESOS	6,0%	14,2%	AGUAS	-2,4%	-0,6%			
PRODUCTOS 4-5 GAMA	-4,1%	3,1%	PESCADO	6,8%	12,5%	ZUMOS	-12,6%	-14,8%			
<u>.</u>			MARISCO	10,3%	11,3%	BEBIDAS VEGETALES	8,6%	15,5%			
				10,070	11,070	ESPUMOSOS	1,2%	4,0%			



Spain: online vs instore sales

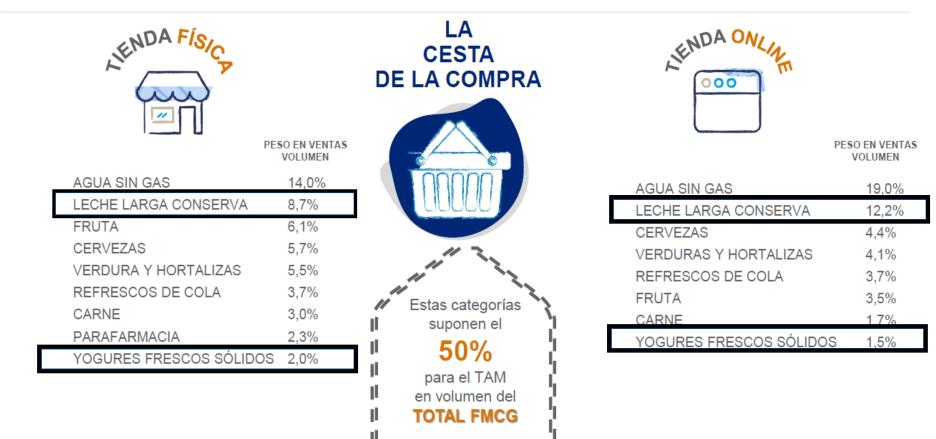
Análisis del canal online: contribución en volumen



EuroCommerce

Spain: online vs instore sales

Análisis de la cesta de la compra física vs. online



Source: IRI



Sweden: dairy output in 2021





DAIRY 4 WEEKLY REPORT

OUTPUT, DVH TOTALT, Period Ending: W 2021 20 Category: DAIRY

		Value trend		Value abs Chg YA		Volume trend		Volume abs Chg YA	
	La	st 4 weeks	Last 52 weeks	Last 4 weeks	Last 52 weeks	Last 4 weeks	Last 52 weeks	Last 4 weeks	Last 52 weeks
MILK	•	-1,3	4 ,0	- 7.805	289.455	⊎ -2,8	• 3,3	i -1.361	20.159
HARD CHEESE	•	-1,6	1,4	• -8.295	• 95.612	u -1,3	1,2	- 81	• 978
CREAM	•	-3,3	• 5,5	i -12.443	266.098	- 4,2	• 5,9	🤟 -369	6.592
YOGHURT	•	-2,8	- 0,7	- 7.266	-23.660	- 2,4	- 0,5	y -319	- 894
COTTAGE CHEESE, CURD CHEESE	•	17,5	1 4,3	17.647	172.692	• 19,5	• 13,9	• 487	4 .198
COLD DESSERTS	•	8,7	1 ,1	4.486	8.031	1 0,2	• 0,5	• 94	n 61
BUTTER	•	-8,3	• 5,7	- 290	2.124	- 8,7	• 8,6	⊎ -2	17

Source: NielsenIQ Retail Panel, ©2021 Nielsen Consumer LLC



ANNEX 6

Developments on the Chinese dairy market

European Commission

DEVELOPMENTS ON THE CHINESE DAIRY MARKET



Andrea Čapkovičová Unit of Analysis and Outlook, DG AGRI

MMO

23 June 2021



From milk rations to global dairy importer

Growth milestones:

- Mao era (1949-1976) -> milk was rationed to those of special needs
- Olympic Games in Los Angeles (1984)

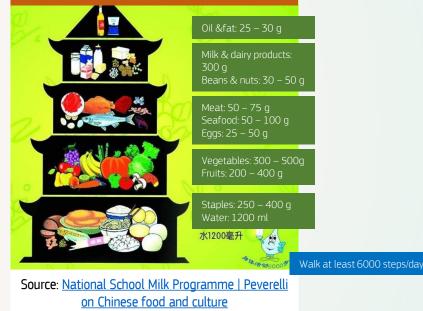
 >Chinese were exposed to an image of strong and tall foreigners (associated also with consumption of milk)
- **1990s** -> boost of economic growth
- 2000 -> introduction of school milk programme
- Recent history -> from scale growth to quality upgrading

Lactose-intolerance

problem to be taken into account in growth strategies

中国居民膳食平衡宝塔

Recommended daily intake of various nutrients



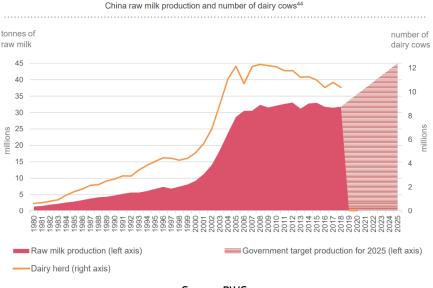
(chinafoodingredients.com)

European Commission

Chinese milk production development

- **Since 1990s** –investments to boost milk production (herd expansion, genetics, technology)
- 2002 1.4 million farms (1.1 million with less than 5 cows) -> 660 000 farms in 2018 (60% with more than 100 cows)
- Efficiency and yields growing -> thanks to imported cows, also of high yields (more than 10 000 kg)
- Large farms also benefit from long-term purchasing agreements with dairy processors
- High demand for imported feed
 - -> high feed cost
 - -> high milk price

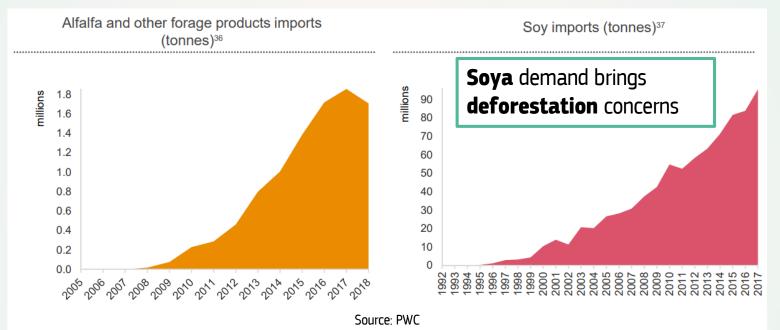
Investments also into food safety and quality



Source: PWC



Feed imports



Using current farming methods in a scenario of tripled consumption in China by 2050 and 75% additional milk coming from China (WUR, 2018) -> **+35% emissions** from dairy **+32% land** to feed cows

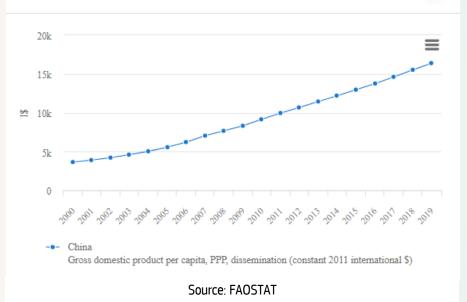
uropean

ommission

Imbalance between production and consumption

- Milk production located in Northern regions (50% of national production) while consumption mostly in Southern regions and coastal cities
- Production imbalance over the year -> impact on products' mix
- Evident urban-rural divide while urbanisation increases (26% in 1990 -> 60% in 2017)
- Growth opportunities in Tier 3 and 4 cities
- Rising middle class and incomes

Gross domestic product per capita, PPP (constant 2011 international \$)

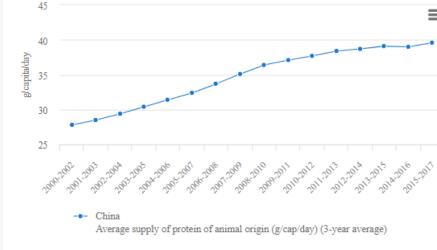




Chinese diet – general trends

Globalised diet

- Food safety concerns -> keep imports up
- Health and nutrition dairy being a source of protein, calcium, and vitamins
- Technology products' and processes' developments
- Premiumisation



Average supply of protein of animal origin (g/capita/day) (3-year average)

Source: FAOSTAT



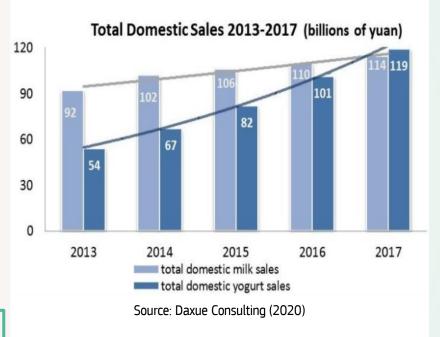
Dairy in Chinese diet – products' focus (1)

"Traditional" dairy products

Drinking milk:

- Pasteurized milk increasing (10-15% annually in future), UHT growing in Tier 3 and 4 cities
- Fresh milk offers premium twice as high as UHT and has no competition from imports
- Yoghurt:
- High growth rates (+109% between 2013-2017)
- Better product differentiation and targeting
- Ambient yoghurt category growing

China is also **the world largest ice-cream** producer and consumer





Dairy in Chinese diet – products' focus (2)

Infant formula:

- The world largest market
- Driven by **2 opposing trends:** slowdown of birth rates and growing incomes (=purchasing power)
- New premium categories -> goat milk, organic milk
- Now 3 children are allowed (but the cost of living remains an obstacle)

In general, demand will continue growing for **nutritional products** used at different stages of life as population is aging 20 15 1979 One-child policy comes into effect 10 2016 Two-child policy comes into effect 5 1980 2000 2010 2020 1990 Source: China Statistical Yearbook BBC

Total number of births in China per 1,000 people (1978-2020)



Dairy in Chinese diet – products' focus (3)

Emerging dairy products

• Cheese:

- Produced mainly from an excess milk supply
- Mainly processed cheese and snacks for children (e.g. lollipop cheese)
- Cheese also incorporated into traditional Chinese recipes
- Butter:
- Mainly used in bakery and home cooking
- Females between 26-40 main users (90% of home baking population)



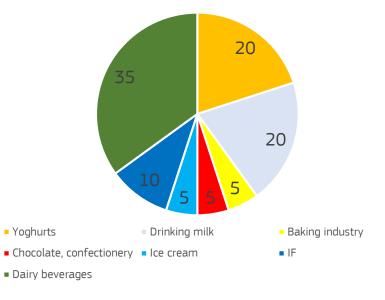
Dairy in Chinese diet – products' focus (4)

Milk powders

• SMP:

- Small volume of domestic production
- Interchangeable with WMP
- WMP:
- Usually sprayed after Chinese New Year and before the arrival of hot season, during which supply is ample compared to consumption

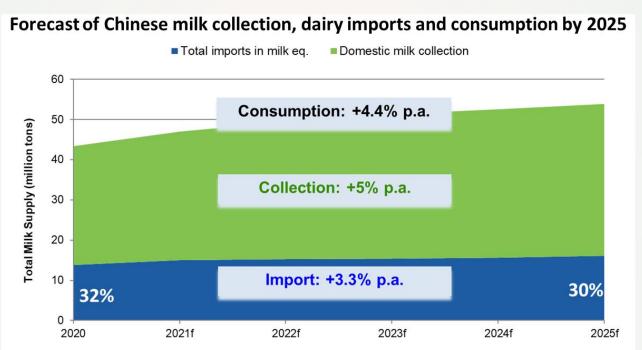
WMP End-User Segments (%, 2020e)



Source: Gira estimations



Self-sufficiency at 68% (2020)

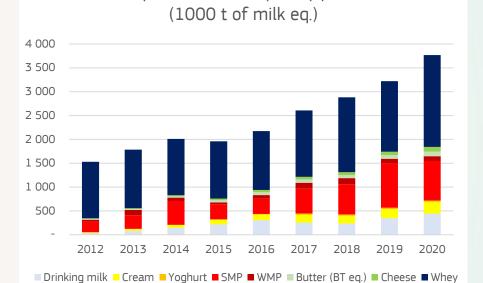


Source: Gira estimations based on Chinese dairy statistics, trade press and interviews.



Sources of imports – EU is gaining shares

- In 2012-2020, total Chinese imports grew by 90% (in milk eq.) – from the EU stronger (close to +150%) -> now 26% share
- In 2012, EU exports dominated by whey (77%) -> in 2020 down to 51%
- Whey also contributed the most to EU exports growth (+33%), followed by FDP (30%) and SMP (27%)



EU exports to China by dairy products

Source: GTA



Belt and Road Initiative

- Road, rail, cable, pipe and port infrastructure to to link China to resources and markets across the world
- Started in 2013, it is expected to cross more than 60 countries
- -> milk flows are a part of this as well: "The Yili group has already acquired huge dairy processing capacity in New Zealand and talks enthusiastically of being part of a Belt and Road dairy alliance, a new China-led milk road across the continents." (The Guardian, 2019)





Sources

Reports:

- AHDB (January 2019) <u>https://ahdb.org.uk/knowledge-library/country-focus-china</u>
- GIRA
- PWC (2019) <u>https://www.pwccn.com/en/industries/food-supply-and-integrity/publications/modernization-of-china-dairy-industry.html</u>
- USDA (October 2020) <u>https://www.fas.usda.gov/data/china-dairy-and-products-annual-3</u>
- WUR (2018) <u>https://www.wur.nl/en/newsarticle/Chinas-increasing-demand-for-milk-will-have-far-reaching-consequences-for-the-world.htm</u>

Other:

- <u>https://www.theguardian.com/environment/2019/mar/29/can-the-world-quench-chinas-bottomless-thirst-for-milk</u>
- https://daxueconsulting.com/china-dairy-market/
- https://www.bbc.com/news/world-asia-china-57303592

