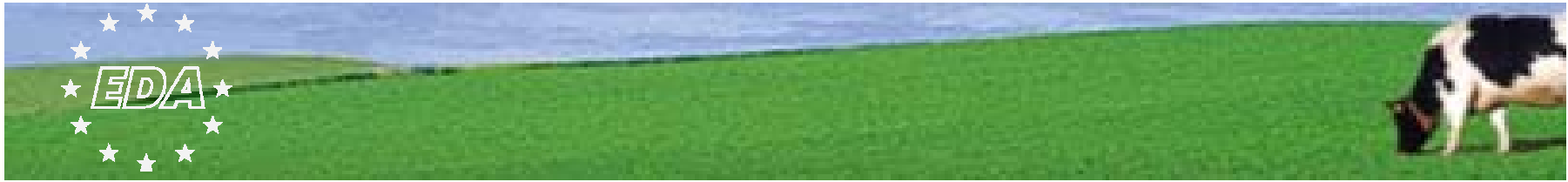


EDA POSITION ON THE FUTURE DAIRY POLICY **WITHIN THE CAP HEALTH CHECK**

Veijo Meriläinen
President, European Dairy Association - EDA

11 January 2008



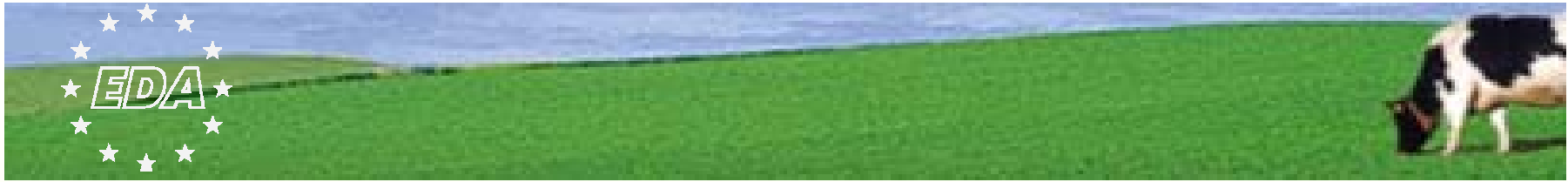
***An industry ready for the challenge**

- ▶ EU Commission has to use Health Check to take measures enabling the transition

*** The need for policy certainty**

- ▶ CAP Health Check should give clear policy direction

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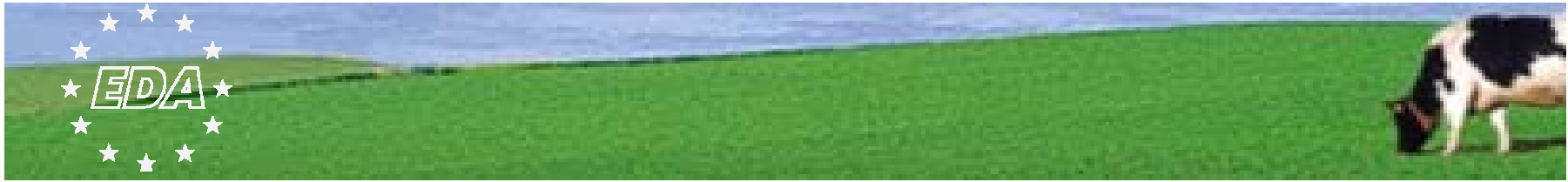
*** Quota Abolition**

- ▶ CAP Health Check should detail and communicate quota policy to industry

*** Working on Soft Landing**

- ▶ CAP Health Check should give right balance between soft landing towards 2015 and adequate anticipation to market developments

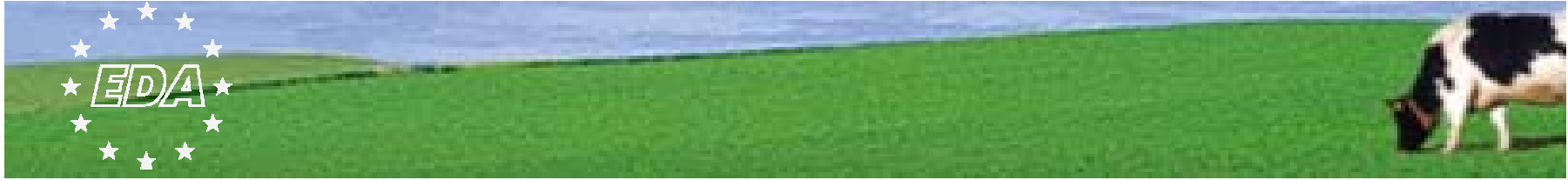
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Market Reaction

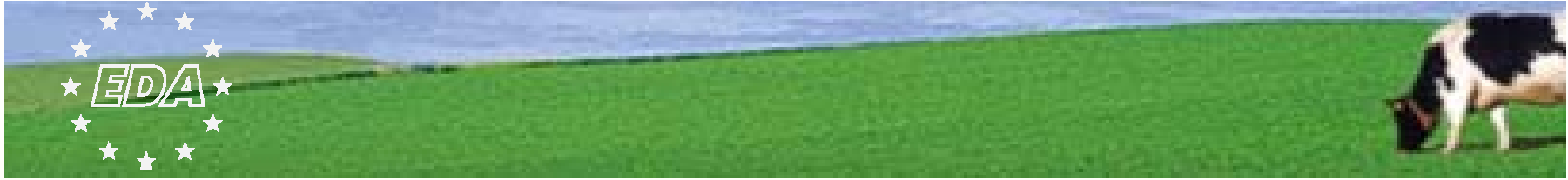
► Anticipation to market reaction on changing environment should, when necessary, be facilitated by adequate market management by the EU Commission:

EU market management tools should be available up to, and possibly beyond, 2015



Rural Development

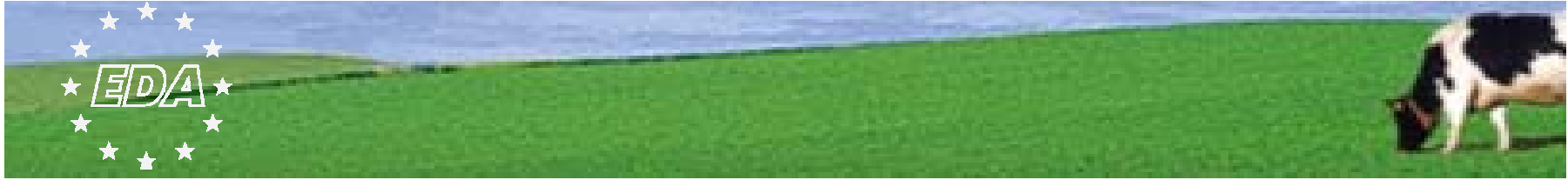
- ▶ Adequate support mechanisms will be needed to ensure a healthy dairy sector also in less-favoured areas.



Global Context

▶ Development at world market level asks for consideration of an increase of the milk quota already before the phasing-out process starting in 2009

11 January 2008



Thank you for your attention

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