



FACTS AND BENEFITS: U.S. DAIRY EXPORT COUNCIL Highlights March 2014

The U.S. Dairy Export Council (USDEC), primarily supported by dairy producers through Dairy Management Inc. and the checkoff, collaborates with its more than 100 cooperative, processor and trading company members to build markets and sales of U.S. dairy exports and ingredients. USDEC programs help U.S. suppliers take advantage of positive global trends in dairy demand and supply by addressing policy and regulatory issues that hinder market access and competitiveness (through use of member dues and USDA Foreign Ag Service funds), while also providing market insights and promotional assistance to companies that they can leverage with their own marketing investments to move more U.S. dairy around the world.

U.S. Cheese Suppliers Seize New Record, Now Hold No. 1 Global Market Share

FACT: In 2013, no other single country shipped as much cheese overseas as the United States. Shipments totaled nearly 700 million pounds and catapulted the United States to No. 1 in global market share. The achievement was a result of a host of programs and dairy industry initiatives, including the checkoff-funded U.S. Dairy Export Council (USDEC). Through the past decade, USDEC market access, marketing, market development and trade policy (funded by USDEC membership dues) programs have helped to grow markets and build the reputation of the United States as a reliable, high-quality cheese supplier.

FARMER BENEFIT: Increased volumes and market share bring significant benefits to dairy farmers and industry by demonstrating greater trial and acceptance by buyers and consumers. It also brings a solid base from which U.S. suppliers can meet anticipated growing demand in emerging markets such as Latin America, the Middle East, Southeast Asia and China, which are on a path to consume more cheese.

Online System Helps U.S. Exporters Get Dairy Export Certificates Fast and with Less Red Tape

FACT: USDEC, in collaboration with USDA's Agricultural Marketing Service (USDA/AMS), recently rolled out a user-friendly, simplified and expedited method for U.S. dairy exporters to request European Union health certification online. In the past, U.S. suppliers would send faxed certificate requests to USDA/AMS or utilize the agency's previous online ordering system, which was cumbersome and prone to error. Now, through the Electronic Document Creation System (eDocs), suppliers can create their own custom templates as well as re-use data from old certificate requests for greater efficiency, eliminating potential for transcription errors and reducing certificate turn-around time. With the launch of eDocs to obtain EU health certification, there are plans now to introduce it elsewhere, starting in China.

FARMER BENEFIT: A paperless, all-electronic system can save time and money for U.S. exporters, lowering the logistical barrier to better capitalize on pursuing market opportunities that will further help grow U.S. exports.

Dairy Industry Takes Geographical Indication Concerns to U.S. Government

FACT: Through the Consortium for Common Food Names (CCFN), established by USDEC as an independent group to prevent abuse of geographical indications, U.S. government officials heard last month concerns regarding the European Union's attempts to confiscate commonly-named U.S. foods, cheeses in particular. Small and large companies and associations representing U.S. dairy producers and processors communicated their strong concerns to U.S. Trade Representative Michael Froman, USDA Secretary Tom Vilsack, the U.S. Patent and Trademark Office, as well as staff of the Senate Finance Committee and House Ways and Means Committee. In addition to blocking the use of many common cheese names (e.g., asiago, provolone, muenster, parmesan, feta, etc.) in its home market, the EU also has set its sights to block U.S. companies' use of common product names inside the United States through the Transatlantic Trade and Investment Partnership trade negotiations.

FARMER BENEFIT: CCFN efforts are necessary to preventing loss of U.S. market share or denial of growth opportunities in new markets, if generic food names are monopolized by the EU.