



August 5, 2019

The Honorable Robert Lighthizer
United States Trade
Representative
600 17th Street NW
Washington, DC 20006

Commissioner
Directorate-General for Trade
European Commission
Cecilia Malmstrom
Rue de la Loi 170/Wetstraat 170
1049 Bruxelles/Brussel
Belgium

Minister of Foreign Affairs and
International Cooperation
Piazzale della Farnesina, 1
Enzo Moavero Milanese
00135 Roma RM
Italy

The Honorable Sonny Perdue
Secretary
U.S. Department of Agriculture
1400 Independence Ave., S.W.
Washington, DC 20250

Commissioner
Directorate-General for Agriculture
and Rural Development
European Commission
Phil Hogan
Rue de la Loi 170/Wetstraat 170
1049 Bruxelles/Brussel
Belgium

Minister of Agriculture, and
Forestry Policies
Gian Marco Centinaio
Via Venti Settembre, 20
00187 Roma RM
Italy

Dear Ambassador Lighthizer, Secretary Perdue, Commissioner Malmstrom, Commissioner Hogan, Minister Moavero Milanese, Minister Centinaio :

We write to inform you of a ground-breaking collaboration that has occurred this week on the topic of geographical indications and common food names whereby our organizations have come together to find common ground and we urge our respective governments to take steps to support the attached Memorandum of Understanding (MOU) and to promote it as a stellar example of the type of progress that is possible on even the most contentious trade topics.

On August 5, 2019, the Consortium for Common Food Names, the U.S. dairy industry and the Consorzio Tutela Mozzarella di Bufala Campana signed a historic agreement to mutually support the protection of the protected designation of origin (PDO) "Mozzarella di Bufala Campana", as specified in the agreement and the rights of producers and consumers around the world to use the generic term "mozzarella," as described in the agreement.

Negotiated and agreed to by the Consorzio Tutela Mozzarella di Bufala Campana Pdo, the U.S. Dairy Export Council (USDEC) and the Consortium for Common Food Names (CCFN), this agreement, which is global in scope, will pave the way for a new type of dialogue on geographical indications, while respecting the rights of U.S. food producers to use common food names.

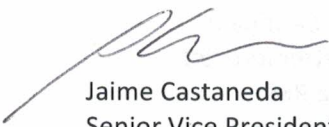
By protecting both the valid PDO "Mozzarella di Bufala Campana" and the free use of the common name "mozzarella," as a type of cheese, this agreement provides clarity for consumers and secures access for both European cheeses and non-European cheeses to be sold around the world without impediment.

Our organizations celebrate this groundbreaking achievement and cooperation in defense of a common goal: the support of our respective dairy industries and transparency for consumers. It is our hope that this agreement will serve as a guide to others for future negotiations surrounding PDOs and common food names.

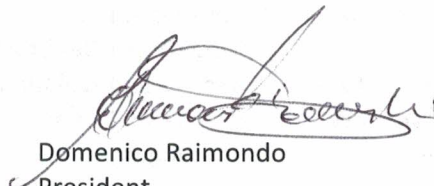
To ensure the full success of this agreement, we are seeking commitments from the U.S. government, the European Commission and the Italian government to help advance the goals outlined in the attached MOU. We ask that the U.S., Europe and Italy honor this agreement and proactively engage in efforts to protect both the distinctive name "Mozzarella di Bufala Campana Pdo" and the free use of the commonly used term "mozzarella" in markets across the globe.

The continued prosperity of our dairy farmers and processors depends on free-flowing exports and the equitable treatment of dairy products. We encourage the U.S. and the European Commission to build upon this agreement to spur fairer trade between the U.S. and European markets, as well as with our mutual trading partners around the world.

Sincerely,



Jaime Castaneda
Senior Vice President, Trade Policy
U.S. Dairy Export Council



Domenico Raimondo
President
Consorzio Tutela Mozzarella di Bufala Campana

Executive Director
Consortium for Common Food Names