



August 27, 2026

The Honorable Jamieson Greer
United States Trade Representative
Office of the U.S. Trade Representative
600 17th Street NW, Washington, DC 20508

The Honorable Marcelo Ebrard
Secretary of Economy
Oficina de la Secretaria de Economia
Av. Insurgentes Sur 1940, Colonia Florida,
C.P. 01030, Ciudad de México, Mexico

Dear Ambassador Greer and Secretary Ebrard:

We write jointly as representatives of the U.S. and Mexican dairy industries to urge our governments to protect one of the most productive agricultural trading relationships in the world. For decades, U.S. and Mexican dairy producers have built an integrated, mutually beneficial supply chain that delivers high-quality, affordable cheese to consumers on both sides of the border. That relationship works, and it should not be dismantled to satisfy the European Union's effort to monopolize the use of common cheese names such as and “feta” and “asiago.”

We are concerned that the prospective EU-Mexico agreement would restrict the ability of U.S. and Mexico producers to continue selling certain common name cheeses in the Mexican market. These are generic terms tied to a style of cheese, not a specific geographic origin, and both of our industries rely on the ability to use them freely.

It is critical that Mexico fully recognize that granting exclusive market rights for terms such as “feta”, as well as many others, to the EU was the wrong approach. Ceding entire markets in Mexico to European suppliers at the expense of Mexican and U.S. cheesemakers is an egregious, unnecessary fracture in what has been a decades-long, mutually beneficial relationship between our two countries. The decision would limit choices for Mexican consumers, disadvantage Mexican producers and violate the spirit of the U.S.-Mexico-Canada Agreement and its predecessor, the North American Free Trade Agreement. Working together, the U.S. and Mexican industries created the markets for “asiago,” “parmesan,” “feta,” and so many other cheeses and food products while in some cases Europe is barely even present in the marketplace for several of these products.

Specifically, we ask that the Mexican government respect today's commercial landscape and refuse to impose market restrictions decided upon by the Peña-Nieto Administration. The Mexican Senate has not yet approved this agreement. The time to fix this market-restricting threat is now.

Allowing the European Union to override the long history of U.S. – Mexican dairy market integration and prevent our collective producers from servicing the growing Mexican market would harm the very stakeholders our governments are meant to serve:

- Mexican consumers would face higher prices and fewer choices for this nutrient-dense food.

- Mexican producers would lose the opportunity to sell their products, resulting in lost jobs and markets.
- Mexican businesses that depend on affordable, reliable U.S. dairy imports would see their supply options vanish, resulting in job losses
- U.S. exporters would lose access to a market they have created and reliably served for years, one that was built on the predictability that collaboration and integration are meant to provide.
- U.S. farmers and manufacturers have joined efforts with Mexican farmers and industry to promote dairy products and expand the market for dairy products.

None of this is necessary. Our two industries have shown that we can work together and grow together without resorting to the kind of exclusionary naming restrictions the European Union is seeking. We ask that USTR and the Secretaria de Economia work together to ensure that all names currently in the market being supplied by U.S. and Mexican producers are respected and that no future agreement undermines today's available market access options or restricts future opportunities.

We welcome the opportunity to discuss this matter further and stand ready to provide any additional information that would be helpful.

Respectfully,



Gregg Doud
President and CEO
National Milk Producers Federation



Krysta Harden
President and CEO
U.S. Dairy Export Council



Jorge Lozano Garza
President
Cámara Nacional de Industriales de la Leche