



MEMORANDUM OF UNDERSTANDING
Between the
U.S. Dairy Export Council, the National Milk Producers Federation
and Assolatte (Italian Dairy Association)

An alliance to strengthen protection of dairy terms, innovation and trade, share information, and bolster the image of dairy between the U.S. Dairy Export Council, National Milk Producers Federation and Assolatte, the Italian Dairy Association.

The U.S. Dairy Export Council (USDEC), the National Milk Producers Federation (NMPF), and Assolatte (the Italian Dairy Association), hereinafter, "the Participants", hereby agree to sign a Memorandum of Understanding (MOU) that sets forth the basis of the Working Agreement between the Participants. The MOU is intended to support development of fruitful international cooperation between the parties on issues the Participants mutually consider as priorities.

Objectives

- Collaborate to ensure that dairy terms, such as milk, cheese, yogurt, butter, etc. be reserved exclusively for milk and dairy products.
- Oppose misleading and deceptive labelling of products of plant or synthetic origin that utilize dairy terms, as this could create erroneous impressions that such products are equivalent in nutritional value to dairy products.
- Support activities and initiatives that enhance the value of dairy products by promoting awareness of their nutritional characteristics and unique nutritional benefits.
- Engage authorities on nutrition and sustainability policy issues (e.g., nutrient profiling, front-of-pack nutrition labeling, front-of-pack sustainability labelling, marketing restrictions, food taxation, etc.) that could mischaracterize or devalue the nutritional contributions of dairy and share information on these activities.
- Support effective and aligned participation of the Participants on the above topics within international organizations, including all those that establish policies that impact the agricultural sector.
- Promote alignment and outreach in support of common policy priorities in international forums (e.g., Codex, FAO, WOA, WHO, UN FCCC, UNEP, etc.).

- Participate regularly in discussions and knowledge sharing on sustainability, sustainable food systems, and other environmental issues facing dairy producers and impacting the trade of dairy products.
- Promote the development and adoption of science-based international standards and guidelines that support the international trade of agricultural products.
- Elevate a focus on food and nutrition security in food systems discussions and highlight the nutritional, social, and economic tradeoffs associated with various policy changes.
- Advocate the critical importance of livestock production and the major contributions of animal-sourced foods and animal-based products to sustainable food systems, particularly dairy products.
- Support evidence-based decisions that advance sustainable productivity growth, as well as the production of nutritious, safe, and accessible foods.
- Promote the essential role of trade to achieving more sustainable food systems.
- Facilitate the exchange of knowledge and collaboration on other relevant issues of mutual interest between the Participants.

Cooperation Actions

- Receive, distribute, and discuss information related to the appropriate use of dairy terms (as defined above), international trade matters of mutual concern, nutrition, sustainable food systems, regulatory standards discussed in international forums, as well as measures implemented by private parties or countries that may undermine the protection of dairy terms, represent potential barriers to the production and marketing of milk, milk products, livestock and other agricultural products.
- Establish a process to communicate and encourage action by the Participants to counter specific concerns that could damage the image of the agriculture sector, particularly dairy and livestock producers, or the ability of the Participants, their members, or their sectors to produce, promote and market nutritious dairy products.
- Work to develop stronger alliances with other similar organizations in order to protect dairy terms, promote science-based standards, support the critical role of dairy in nutrition and health, highlight the contributions of dairy and other livestock to sustainable food systems, and defend the common interests of the agriculture sector.
- Establish a line of communication in order to coordinate efforts when common interests or mutual market access concerns in third party countries are affected and have an impact on our industries.
- Monitor international policies and regulatory issues that impact the dairy sector, especially those related to the protection of dairy terms, science-based standards, nutrition, sustainable food systems, etc.

- Facilitate, as often as decided upon by the Participants, meetings or virtual exchanges, etc. that promote the transfer of knowledge and improve mutual understanding on relevant issues such as protection of dairy terms, science-based standard setting, the role of dairy in nutrition and health, the contributions of dairy and other livestock to sustainable food systems, etc.
- Meet at least once a year in person or virtually to review major topics of interest and collaboration.

Conditions of Cooperation

The Participants expect to conduct activities based on equality, reciprocity and mutual benefit. This cooperation is entered into by the Participants voluntarily and without financial commitment.

Resolution

Any difference in the interpretation and/or implementation of this MOU is intended to be addressed amicably by means of direct consultations and negotiations between the Participants. The Participants may modify this agreement by mutual decision and activities ongoing at the time of discontinuation may continue as mutually decided by the Participants.

Effective Period and Renewal

The agreement will be effective from the date of its signing until 31 December 2025 and may be renewed by agreement of the Participants.



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