



LOBBYING

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OUTLINE



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Consulting agencies

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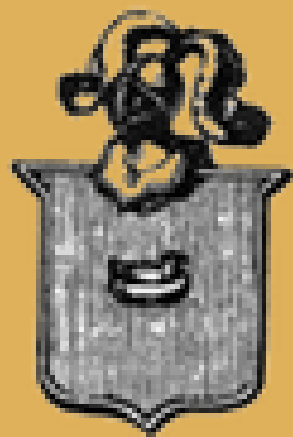
Objectives of the lobbying



Nestlé

NESTLÉ – ABOUT

- 1866** Henri Nestlé manufactures a milk flour for infants
- 1875** Henri Nestlé sells his company to three partners
- 1916** Nestlé and Anglo Swiss in France become Société Nestlé in Paris.
- 1939** Nestlé launches Nescafé in France
- 2021** Today, Nestlé: 130 different countries and nearly 10,000 different products



1868



1875



1938



1966



1988



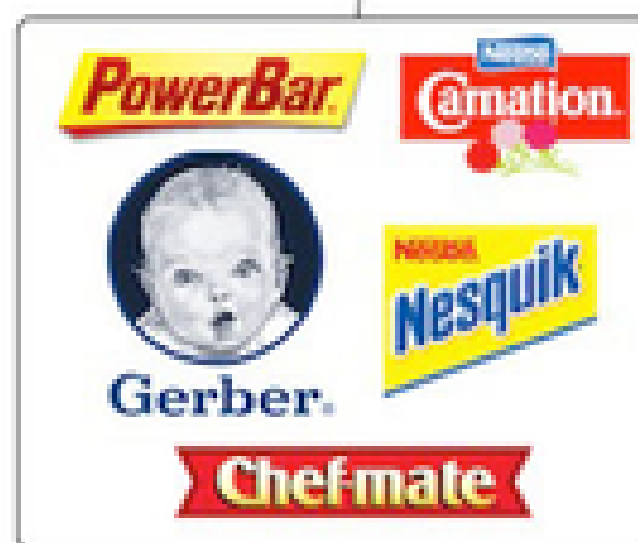
1995

Nestlé MARKET



L'ORÉAL

30%



Wonka



LOBBYING



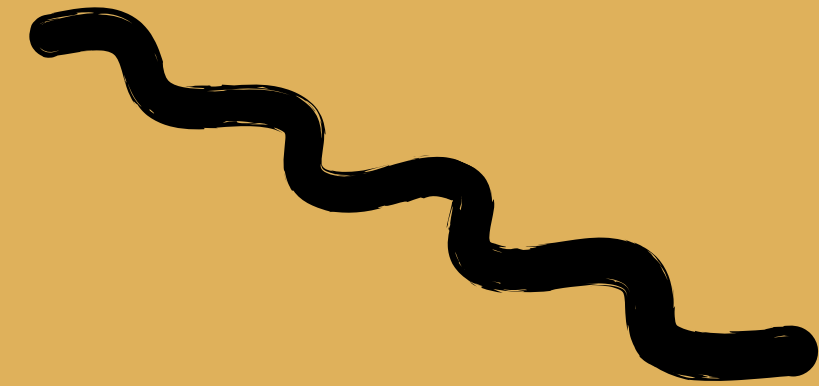
- 5th biggest lobbyist of Food Processing & Sales

In house

- Number of persons involved: 6
- The estimated annual costs: 400,000 - 499,999 €



LOBBYING VIA ASSOCIATIONS



Associations	Number of people involved	Budget
AIM - European Brands Association	6	300,000 - 399,999 €
Caobisco - Association of chocolate, biscuit and confectionery industries of the European Union	3	200,000 - 299,999 €
Ceereal - European Cereal Breakfast Association	2	N/A
Culinaria Europe	2	59,000 €
ECF – European Coffee federation	3	400,000 - 499,999 €
EDA – European Dairy Association	6	< 10,000 €
NMWE - Natural Mineral Waters Europe	4	700,000 - 799,999 €
Eucolait – European Association of Dairy Trade	4	300,000 - 399,999 €
Euroglaces – European Ice Cream Association	1	< 10,000 €
European Organization for Packaging and the Environment	N/A	N/A
Medical Nutrition International		
Specialised Nutrition Europe	3	200,000 - 299,999 €
European Pet Food Industry	3	500,000 - 599,999 €
FoodDrinkEurope	7	200,000 - 299,999 €
Union of European Beverages Associations	N/A	N/A
World Federation of Advertisers	7	500,000 - 599,999 €
European Alliance for Plant-based Foods	4	50,000 - 99,999 €

- **17 associations**
- hard to estimate how much over all

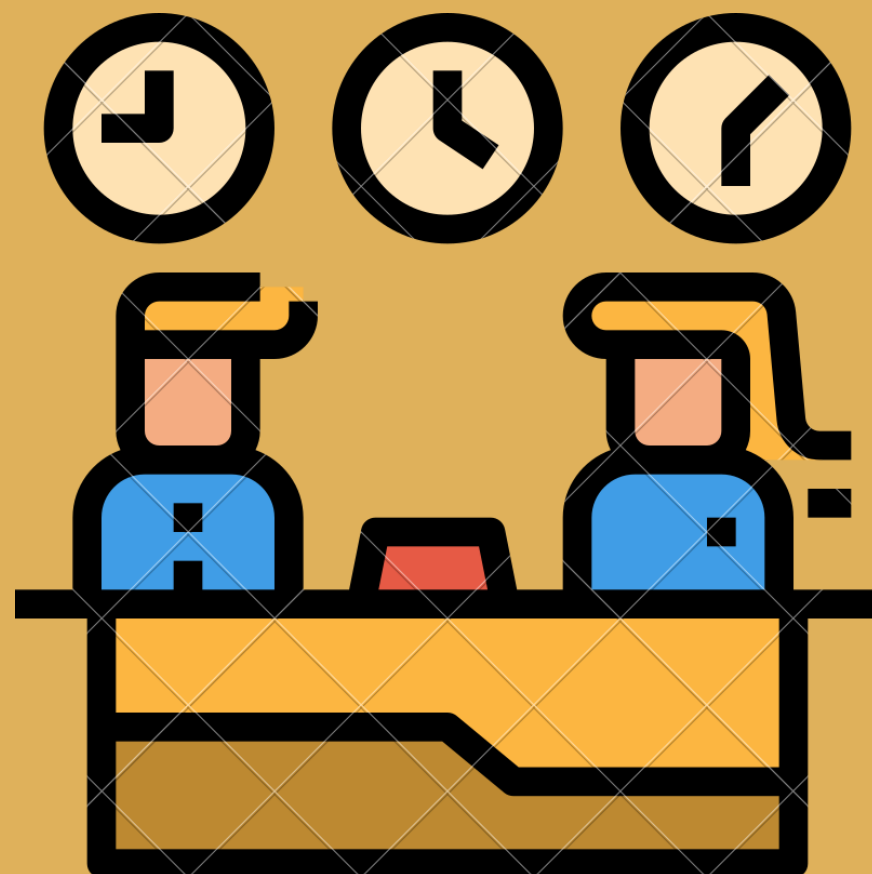
LOBBYING VIA THINKTANKS, PLATFORMS



- ERT – European Roundtable of Industrialists
- RAC – Responsible Advertising and Children
- SAI Platform – Sustainable Agriculture Initiative
- ECTA – European Clean Trucking Alliance



MEETINGS



Nr	Commission representative	Portfolio	Date	Location	Subject(s)
1	Helena Braun, Cabinet member of Frans Timmermans	European Green Deal	04/02/2022	video-call	revision of the Packaging and Packaging Waste Directive
2	Frans Timmermans, Executive Vice- President	European Green Deal	03/12/2021	video-call	Discussion on investments into carbon removals with business representatives
3	Annuška Ojala, Cabinet member of Stella Kyriakides	Health	08/06/2021	Brussels	VTC Meeting - Code of Conduct on responsible food business and market practices
4	Lukas Visek, Cabinet member of Frans Timmermans	European Green Deal	08/06/2021	Videoconference	EU Code for responsible business and marketing practices

LOBBYING OBJECTIVES

The top issues for Nestlé lobbyists include:

- Food industry
- Labor
- Antitrust
- Workplace
- Agriculture
- Trade
- Environment

Nestlé reported spending about \$100,000 in the first 1/4 of the year over food safety issues & regulations cocoa produced in West Africa.





**THANK YOU
FOR
LISTENING**

References

<https://www.opensecrets.org/federal-lobbying/industries/summary?cycle=2019&id=A09>

Transparency Register:

<https://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=15366395387-57>