



Danone

EACH TIME WE EAT AND DRINK,
WE CAN VOTE FOR THE WORLD WE WANT

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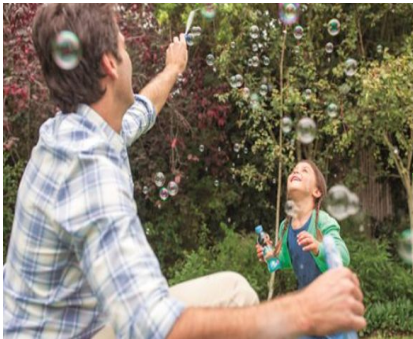
Conclusion

EACH TIME WE EAT AND DRINK,
WE CAN VOTE FOR THE WORLD WE WANT

1. ABOUT DANONE



ESSENTIAL DAIRY
PLANT-BASED PRODUCTS



WATERS

"BRINGING
HEALTH
THROUGH
FOOD
TO AS MANY
PEOPLE AS
POSSIBLE."



EARLY LIFE NUTRITION



ADVANCED MEDICAL
NUTRITION

ESSENTIAL DAIRY & PLANT-BASED PRODUCTS BY THE NUMBERS



ACTIVIA DANONE



WATERS BY THE NUMBERS



SPECIALIZED NUTRITION BY THE NUMBERS

EARLY LIFE NUTRITION



ADVANCED MEDICAL NUTRITION

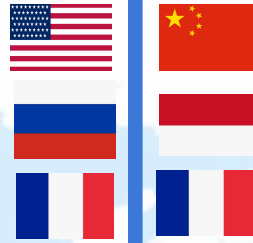


2. World Market

TOP 3 COUNTRIES

ESSENTIAL DAIRY &
PLANT-BASED PRODUCTS

WORLD SALES #1
€ 8.0 BILLIONS

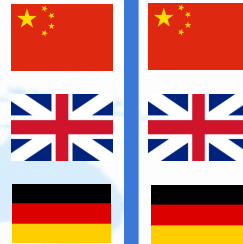


WATERS

WORLD SALES #2
€ 4.5 BILLIONS

EARLY LIFE NUTRITION

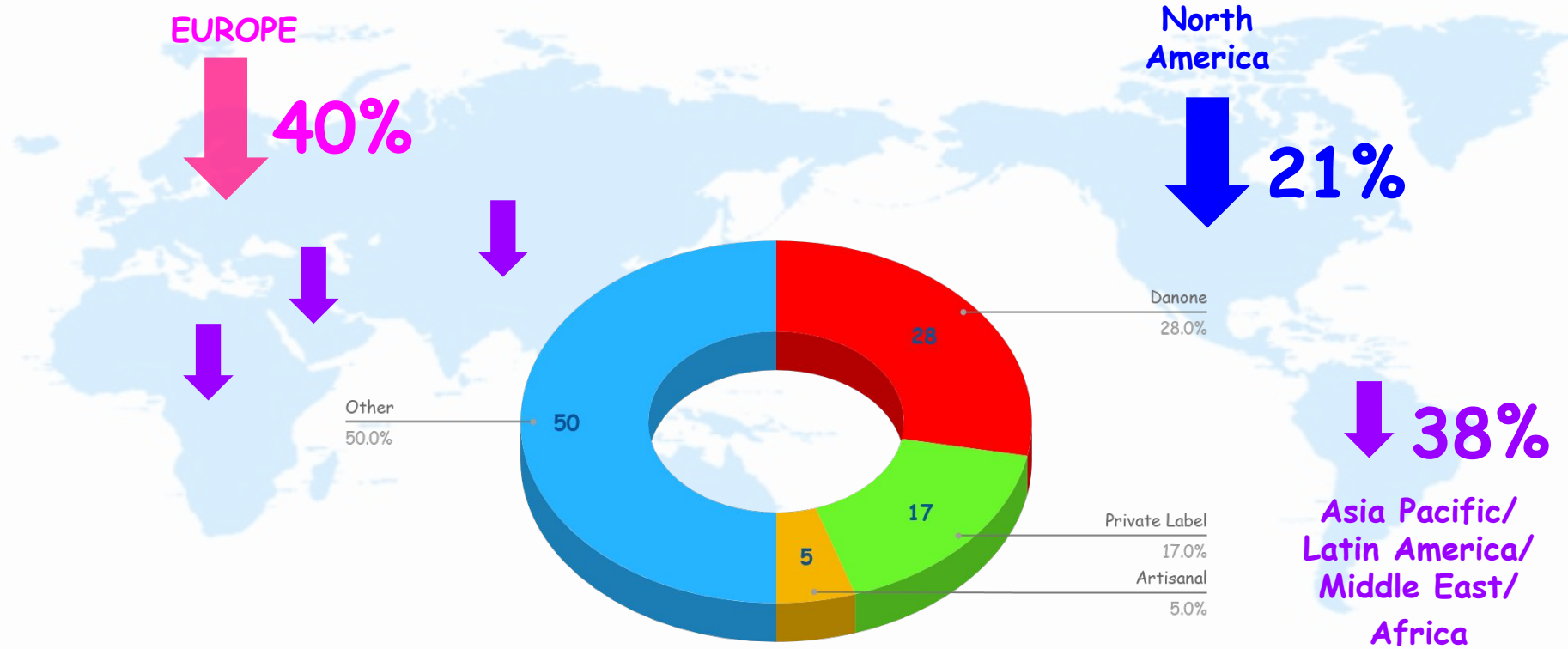
WORLD SALES #2
€ 7.1 BILLIONS
(EARLY + ADVANCED NUTRITION)



ADVANCED MEDICAL
NUTRITION

WORLD SALES #1
€ 7.1 BILLIONS
(EARLY + ADVANCED NUTRITION)

3. EU Market



4. Danone lobbying strategy

- In house lobbying : 4 people employed in Brussels

Budget : 400 000€ - 499 999€ in 2018

- Lobbying via consultancy companies → 5 different agencies

Budget : 145 000€ - 310 000€ in 2018

- Lobbying via association → Danone belongs to 15 associations

5. Lobbying via consultancy agencies



Consultancy companies	For whom?	Number of people in Brussels	How much does Danone spend on it?	Other information
Cabinet Bob Schmitz	Danone Waters	1	Less than 9 999€	Specialised in environment (packaging regulations) and circular economy
Grayling	Danone	22	10 000 – 24 999 €	
Fleishman-Hillard	Danone Early Life Nutrition	60	25 000 – 49 999 €	
Interel European Affairs	Danone	29	10 000 – 24 999 €	
Landmark public advisers Europe	Danone	15	100 000 – 199 999€	Specialised in agricultural policy, food and health and nutrition

Total budget : between 145 000€ and 310 000€ per year

6. Lobbying via associations



Associations	Number of people in Brussels	Budget of the association for consultancy activities
European Brands Association	5	300 000 - 399 999€
European Dairy Association	6	400 000 - 499 999€
European Federation of Bottled Water	2	100 000 – 199 999 €
European Organisation for Packaging and the environment	3	50 000 – 99 999 €
Specialised Nutrition Europe	4	200 000 – 299 999€
International Probiotics Association	2	100 000 – 199 999 €
Medical Nutrition International Industry	1	50 000 – 99 999 €
Union of European Beverages Association (UNESDA)	4	600 000 - 699 999 €
World Federation of Advertisers	7	700 000 - 799 999 €

And also : FoodDrinkEurope, Committee of European Users of Sugar, Corporate Social Responsibility Europe, European Food and Drink Council, EU pledge, Sustainable Agriculture Initiative but no information on consultancy activities

→ We cannot find what is the amount of money provided by Danone in this budget for consultancy activities.

7. Meetings (since 2014)

Commission Representative	Portfolio	Date	Location	Subject(s)
Eric Peters, Cabinet member of Mariya Gabriel	Digital Economy and Society	21/06/2018	Brussels	Rencontres franco-allemandes d'Evian
Bernardus Smulders, Cabinet member of Frans Timmermans	Better Regulation, Interinstitutional Relations, the Rule of Law and the Charter of Fundamental Rights	07/07/2016	Brussels	Lunch Debat Grandes Entreprises Françaises - Better Regulation.
Dermot Ryan, Cabinet member of Phil Hogan	Agriculture & Rural Development	14/06/2016	BERL 08/304	Milk sourcing strategy & future of the dairy sector
Tom Tynan, Cabinet member of Phil Hogan	Agriculture & Rural Development	05/04/2016	Brussels	EU dairy markets

8. Goals (Agriculture)

2017: Removal of sugar quotas (successful)

In 2017, the EU removed quotas on sugar production in the European continent after lobbying efforts by producers in the food and drink industry including Danone. For high sugar using companies such as Danone, such removal of quotas would see higher and cheaper production of sugar which the company can attain a larger profit margin with lower costs of production and selling more to consumers as they can produce more of these products.

2016: Merger with WhiteWaves (successful)

In 2016 Danone invested a lot to merge with the US food and beverage company which sold mostly plant-based (not dairy) dairy products using alternatives such as soy to expand into the growing soy-based milk product industry. The problem was that a merger between the two companies would result in reduced competition for plant-based 'growing up milk' in Belgium as Alpro, the European subsidiary of WhiteWaves and Danone are the only competitors in that market. In order to get the merger passed, Danone had to agree to divest a large portion of its' "growing up milk" business in Belgium.

8. Goals (Circular Economy Package and Plastics Strategy)

2018: Lobbying against restrictions on plastic regulation (unsuccessful)

In 2018, Danone along with other companies mainly in the food and drink industry lobbied against an EU proposal to ban single-use items such as expanded polystyrene food containers; a target that drinks bottles must include at least 25 per cent recycled content by 2025. While good for the environment, for a large food and drinks producer like Danone this would result in lower profits through higher cost-of-production as they have to source higher quality products for packaging. Despite lobbying efforts the bill was passed through parliament in the same year.

8. Goals (Nutrition Labelling and Health Claims)

2010: Danone led a case against traffic light food rating system (successful)

Lobbied against an EU proposal to introduce a 'traffic light' labelling system using red yellow and green to categorise foods from least healthy to most healthy options. If consumers have a better knowledge of health levels, companies lobbying against this such as Danone would obviously see sales fall. Instead nutrient levels were listed as within a Guideline Daily Amount (GDA), which much less effective as a health rating because it was a much more complicated system that most people had trouble understanding.

2016: Lobbied against a proposal which aims to reduce allowing 30% of energy in baby food to come from sugar (successful)

This is especially problematic because research has shown that babies who consume sugar before 6 months are much more likely to develop a lifelong sugar addiction

2010: Lobbied (or influenced) European Food Information Council research to state no correlation between High-Fructose Corn Syrup Consumption and obesity (successful)

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- **For all the figures about lobbying budget : Transparency register :**
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- **And more particularly :**
- **Cabinet Bob Schmitz - Transparency register - 2019**
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