



MEMORANDUM OF UNDERSTANDING
Between
U.S. Dairy Export Council, The National Milk
Producers Federation
And
Colombian Association of Dairy Industry

*Alliance to strengthen milk consumption, innovation and knowledge transfer, production & trade
Between the dairy sectors of Colombia & the United States*

June 4, 2024

The dairy industries of Colombia and the United States are proud to be among the world's leading providers of wholesome and nutritious dairy products. We help feed communities around the globe while driving economic growth and bringing a myriad of positive benefits to each of our respective nations.

We salute the hard work of the dairy farmers and processors in both Colombia and the United States who produce superior dairy products in an increasingly competitive marketplace. Dairy consumption continues to grow, and our industries are continually modernizing to meet the growing consumer demand more efficiently for the high-quality products we produce. We also recognize the importance of ensuring that our industries continue to support small and medium size dairy operations as they work to sustain their livelihood and increase productivity.

Colombia and the United States produce a wide range of healthy, safe, sufficient and delicious dairy products for the enjoyment of consumers. However, negative marketing activities and the proliferation of false, unscientific information regarding the properties of milk and milk products are impacting some consumer preferences.

On this meeting between the U.S. Dairy Export Council, National Milk Producers Federation and the Colombian Association of Dairy Industry the organizations hereby agree to:

1. Collaborate on innovation, research, and sustainable development projects.
2. Implement knowledge transfer activities and make joint use of information, research centers and data of the parties that relates to the content of this document and that does not pose any contingency for the parties.



3. Design communication, promotion and marketing activities seeking to leverage the dairy sector in both countries through different communication and digital media.
4. Implement marketing activities and strategies seeking to promote an increase in the levels of consumption of dairy products in both countries.
5. Defend the reputation and image of milk and other dairy products in both countries by strongly rejecting the improper use of dairy product names by products of nondairy origin.
6. Conduct activities that highlight the economic, social and political importance of the dairy industries for both countries.
7. Conduct activities in defense of common food names, particularly generic cheese terms, allowing their free use in both countries.
8. Understand the importance of sustainability as an integral part of the growth in dairy demand and pledge to continue working on common efforts to improve dairy farm productivity while protecting our natural resources.
9. Maintain an open communication channel between the national dairy industry associations of both countries.
10. Have as a key objective the expansion of dairy consumption in both countries to the benefit of producers, manufacturers and particularly consumers in the United States and Colombia, promoting the benefits of dairy for children and adult consumers alike.
11. Pursue holistic and integral trade facilitation and as well as the elimination of trade barriers in the dairy sector and in all levels of the agro-industrial supply chains.
12. Commit to act in good faith, treating each other respectfully and equitably, as equal partners. Communicating and meeting at least once a year in the next two years to evaluate progress.
13. Exchange of useful information.



14. Conduct and perform the activities and duties of contained in this document pursuant to the legal frameworks of Colombia and the United States respectively.

This alliance shall come into force on the date of signature of this agreement by the three parties.

The alliance shall last a period of three years from the date of signature of this agreement unless extended by mutual written agreement of the parties.

Jaime Castañeda
Executive Vice President
U.S. Dairy Export Council
The National Milk Producers Federation

Ana María Gómez Montes
Executive President
Colombian Association of Dairy Industry