Canadians catch a whiff of French cheese

*CETA will enable a French cheese producer to satisfy Canadian demand whilst keeping all of its production in France*

- The Canadian market currently imposes quotas on the importation of cheese.
- CETA would increase the number of importation quotas enabling the excellence and know-how of French cheese to spread.
- The growth of Fromagerie Delin’s exports has also helped the region’s milk producers from whom the company buys its milk at 60% above the market price.

Fromagerie Delin is a French cheese producer based close to Nuits-Saint-Georges in Burgundy. The company is a perfect example of the opportunities created for small businesses and consumers as a result of EU trade deals.

Fromagerie Delin’s success as an international exporter has had important economic and social consequences in the region. In addition to investments in new production units and support for local contractors in the supply chain, Fromagerie Delin purchases its milk from local producers at prices well above the market rate.

The company’s turnover has increased five-fold in 15 years thanks to exports, which now make up 43% of its profits, 12% of which come solely from the Canadian market. In addition, the producer has employed 5 times the number of employees it had in 2001.

Canadian consumers are very fond of French cheeses, but these products are currently subject to strict quotas introduced in 1974. These quotas no longer reflect current Canadian demand and their presence has left the cheese sector at a standstill.

An increase in cheese quotas, as set out under the EU-Canada deal, is estimated to result in an immediate increase of at least 25% in cheese sales to Canada.

**Did you know?**
- Exports from the EU create jobs for 31 million Europeans, of which more than 2.2 million are in France.
"The agreement between the EU and Canada foresees an increase in the number of tonnes of cheese which can be exported to Canada. The stakes are enormous because the volumes will almost be doubled. This will correspond to the actual demand."

Philippe Delin, CEO, Fromagerie Delin

Did you know?

- 99% of all customs duties on goods and services will be abolished under CETA. This will result in EU-wide savings of about €500m per year.
- The bilateral trade volume is estimated to increase by roughly 23% (or €17bn).
- In 2015, the European milk sector saw a trade surplus of 8.7 billion euros, 3.7 million of which were made in France.

The trade agreement between the EU and Canada

CETA improves business opportunities for companies from the EU in Canada. Abolished trade barriers will also boost jobs in the EU.

Find out more about the EU’s trade relations with Canada:
http://ec.europa.eu/trade/policy/in-focus/ceta/index_de.htm

Check out more examples illustrating the benefits of free trade on:
http://ec.europa.eu/trade/stories/exporter-stories