



Kick-off meeting summary

16 April 2014

- o The kick-off meeting of the Milk Market Observatory (MMO) took place on 16 April 2014. It gathered representatives of the organisations representing all steps in the milk supply chain: CEJA (young farmers), COPA-COGECA (producers and cooperatives), ECVC (Via Campesina), EMB (European Milk Board), EDA (dairy industry), Eucolait (dairy trade) and Eurocommerce (retail).
- o Commissioner Ciolos opened the meeting and highlighted that the nature of the MMO is twofold: 1) it works as a web interface where relevant information on the milk market is made available through a single entry point 2) it relies on the expertise of a number of representatives of all steps in the milk supply chain who analyse the data available, confront their views and cast a look into the short term future. Reports from the MMO will serve as a factual basis that will help the articulation of political decisions, when needed.
- o The participants were informed by H. Versteijlen, Director, of the structure and functioning of the MMO, and on the role and responsibilities of the organisations which send experts to the economic board of the MMO. The sources of the data available on the MMO were also highlighted and participants benefited from a walk through the MMO website launched on that very afternoon. The floor was subsequently open for an exchange of views.
- o Generally speaking, participants welcomed the initiative and expressed their readiness to contribute positively. Some suggestions were made to include additional information on the website. They will be examined and the website will evolve with time.
- o The first ordinary meeting of the MMO economic board will take place on 27 May 2014.



Milk Market Observatory (MMO)

**Herman Versteijlen, Director, Single CMO,
economics and analysis of agricultural markets**

DG Agriculture and Rural Development

European Commission

MMO Mission



Dissemination of market data and short-term analysis for the dairy market, with your involvement as experts from the milk supply chain, and the ambition of addressing the growing need for transparency through more detailed and more frequent information.

Data collection

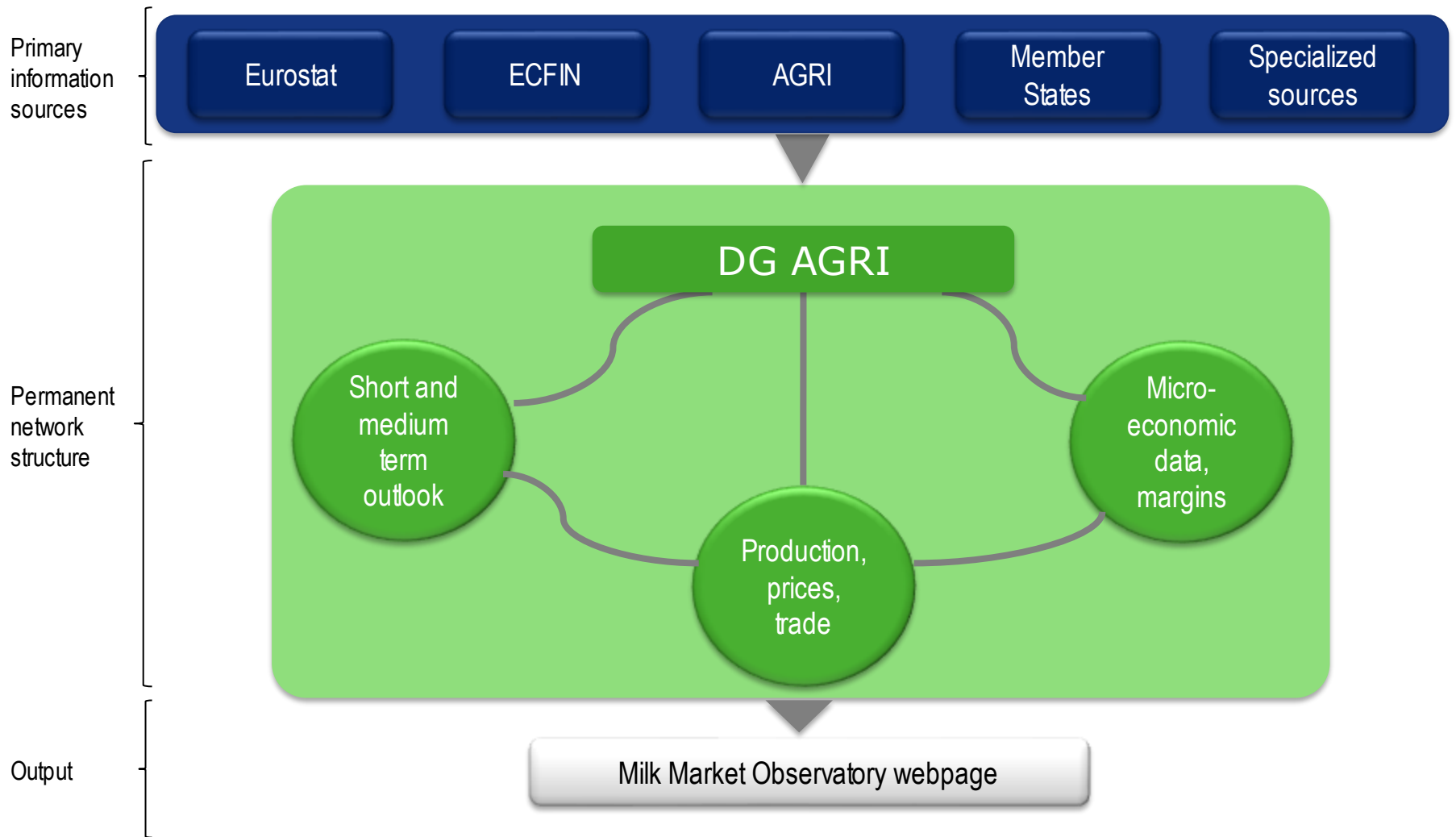
MMO meetings

Data dissemination
via
MMO webpage

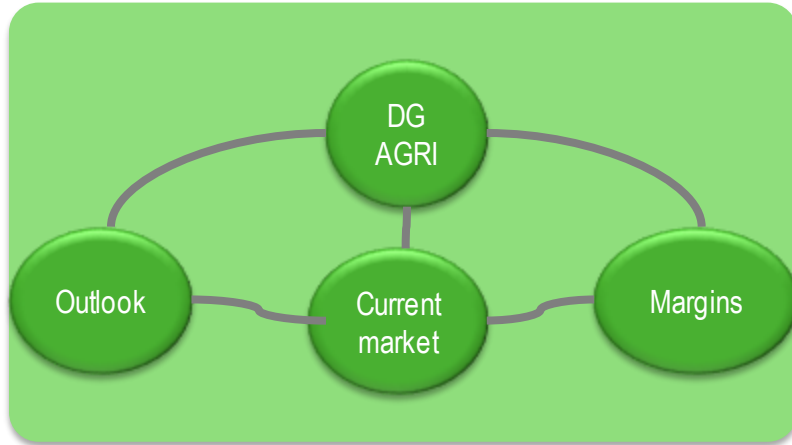
MMO reports
integrating added
value by experts

DG AGRI

Structure and Information Flow



MMO Economic Board



Discussions chaired by DGAGRI

Permanent members

Independent Experts (Ad-hoc)

Stakeholders

CEJA

Cogeca

Copa

EMB

ECVC

EDA

Eucolait

Eurocommerce

Farm gate price
Producer margins
Production trends

Supply
Situation

Global
demand

Internal
demand

Number of participants limited to maximize added-value and operational effectiveness.

Calendar



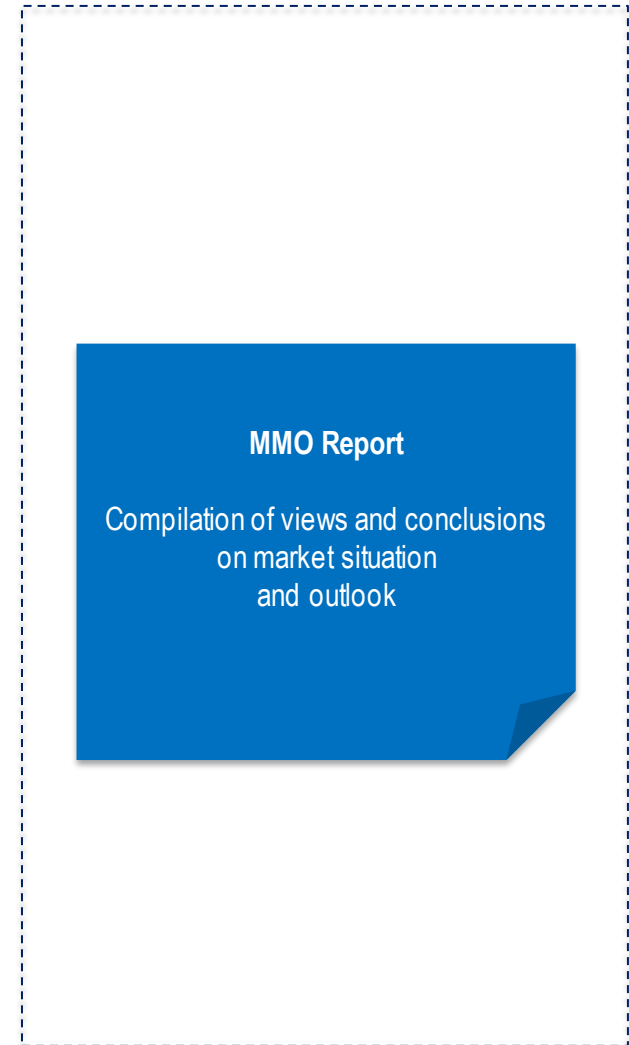
European
Commission

Meetings

January	
February	MMO meeting*
March	
April	
May	MMO meeting*
June	
July	MMO meeting*
August	
September	
October	MMO meeting*
November	
December	



Output



* Plus ad-hoc extraordinary meetings
if the market situation so requires



European
Commission

Thanks for your attention!



MMO – Data sources

Unit C3 – Animal Products

DG Agriculture and Rural Development

European Commission

European Milk Market Observatory



The aim of the Milk Market Observatory (MMO) is to provide the EU dairy sector with more transparency by means of disseminating market data and short-term analysis in a timely manner.

Latest updates also available via [email alert](#) and as [RSS feed](#)





Latest Statistics

- Prices / Margins
- Productions / Stocks
- Trade





Outlook

- Short-term outlook  [2 MB]
- Medium-term outlook  [5 MB]



EU historical series

- EU historical prices  [2 MB]
- EU historical productions  [4 MB]
- EU historical trade  [756 KB]
- EU historical intervention / stocks



Reports

- MMO meeting reports
- Other reports / views
- Market situation presentation  [66 KB]

RELATED INFO

- [Other milk issues](#)
- [Market analysis](#)
- [FADN-RICA](#)
- [TARIC](#)
- [Eurostat: agricultural statistics](#)
- [UN Comtrade](#)
- [FAO statistics](#)

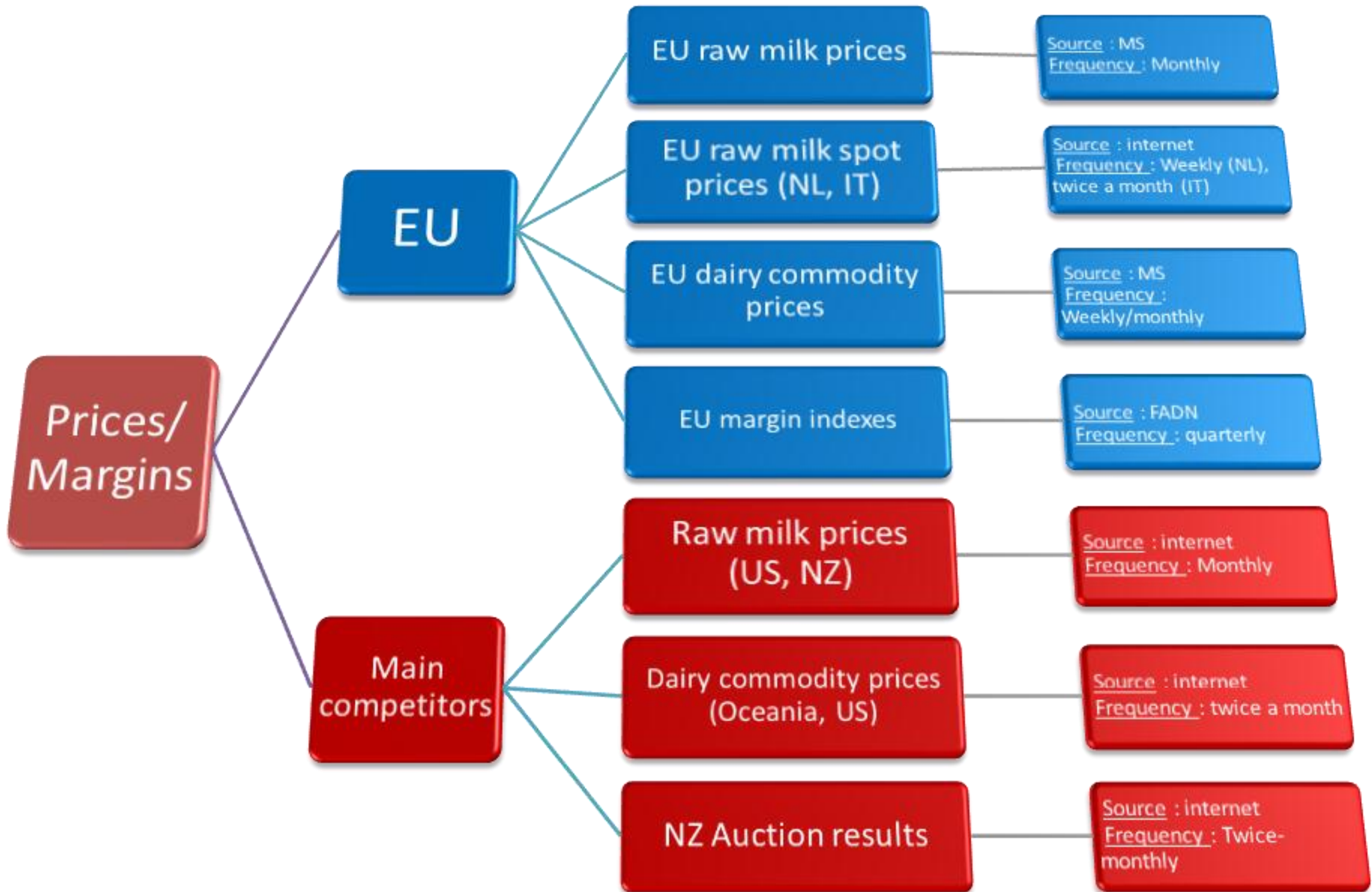
Help us improve this website

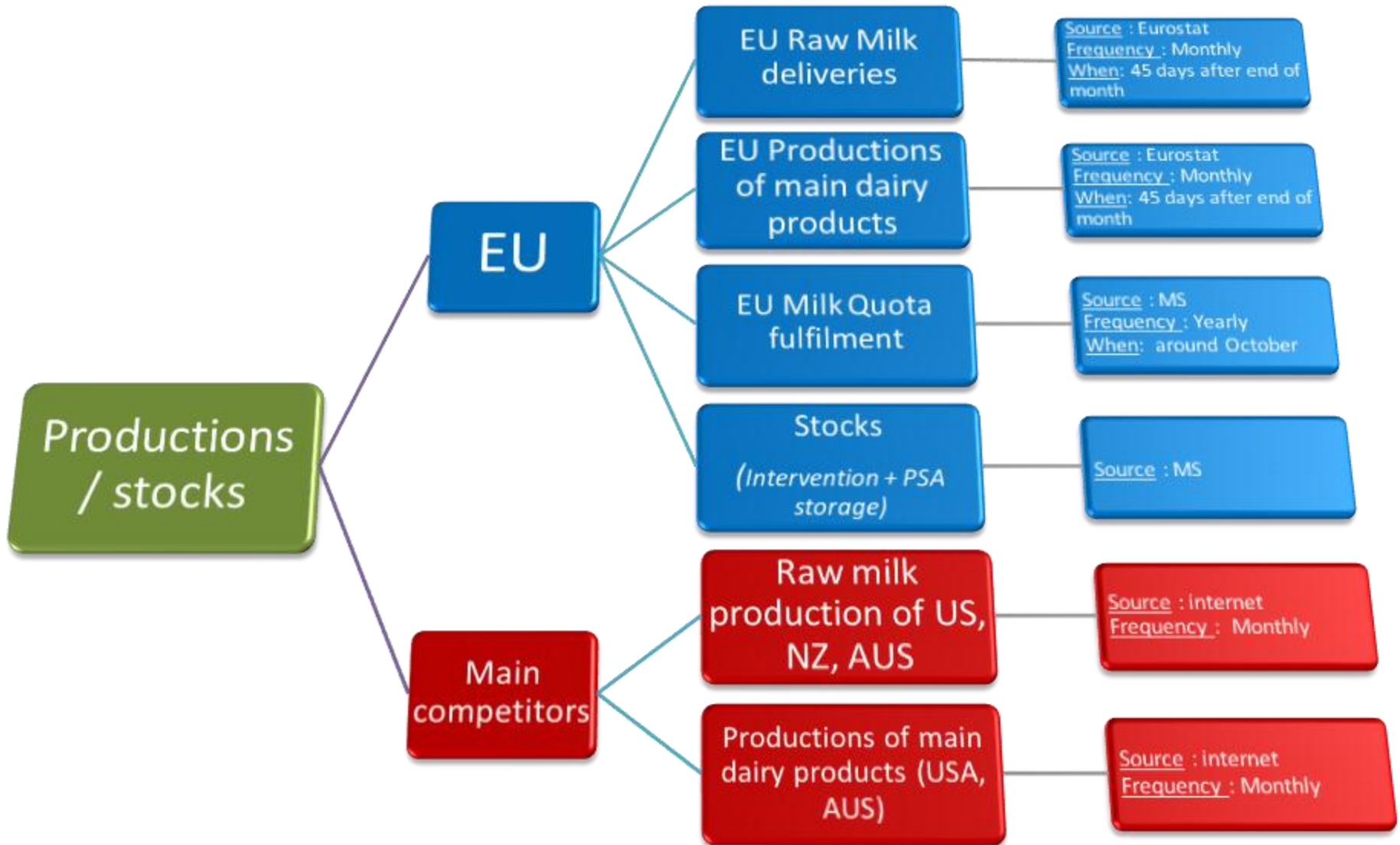
Did you find what you want?

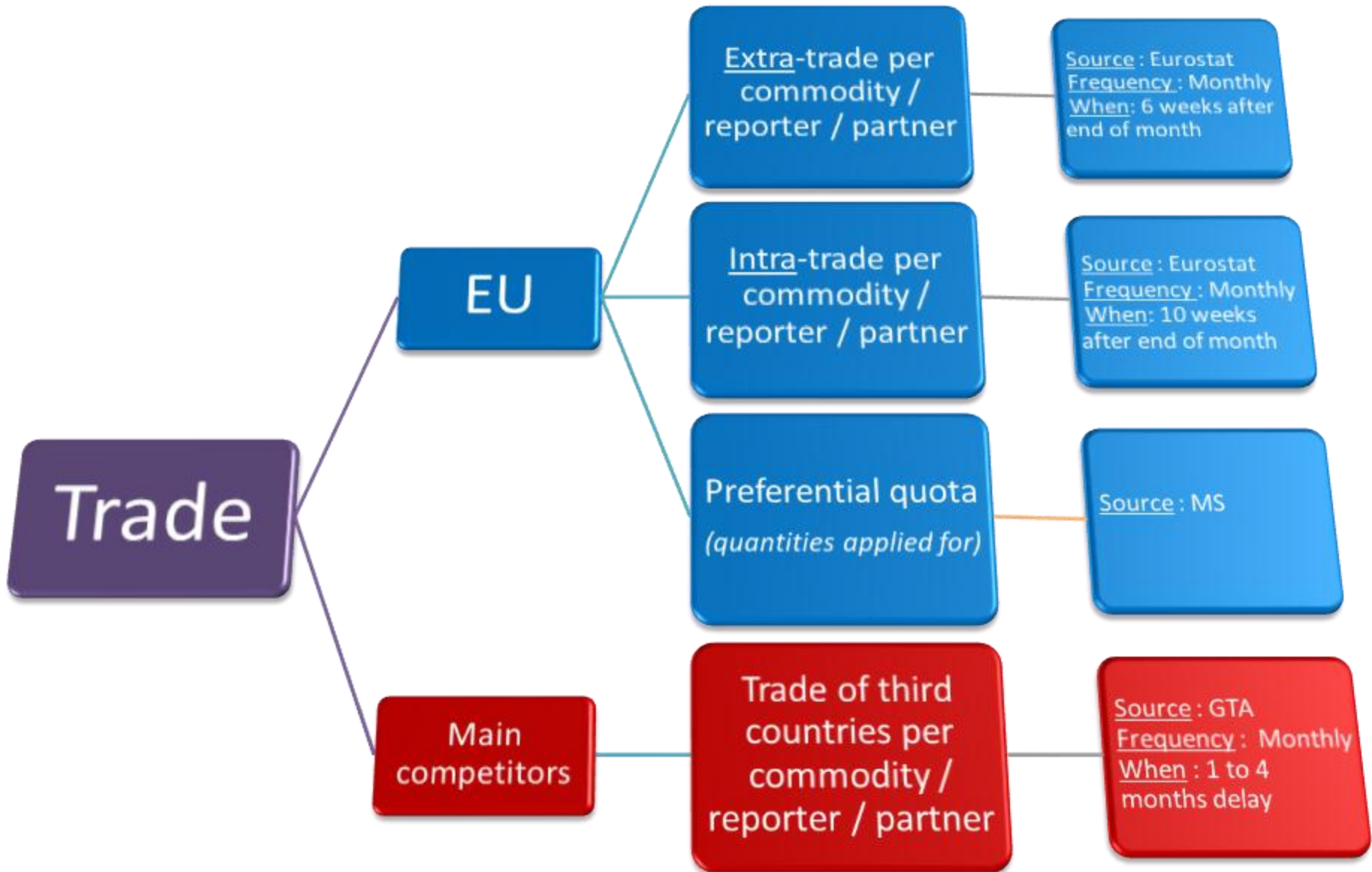
Yes No

What were you looking for?

Any suggestions?



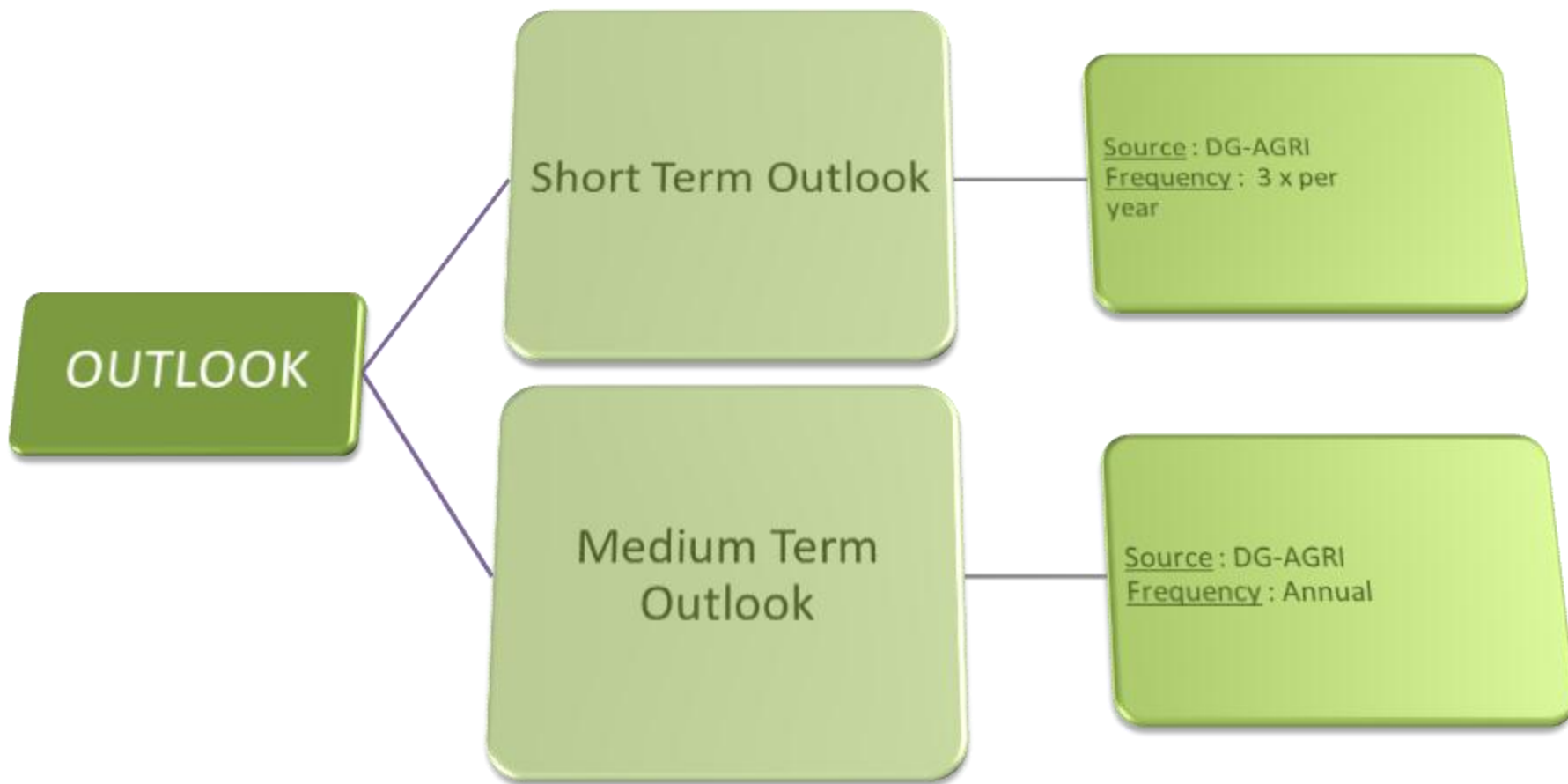


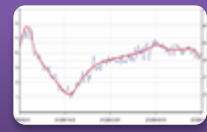




Outlook

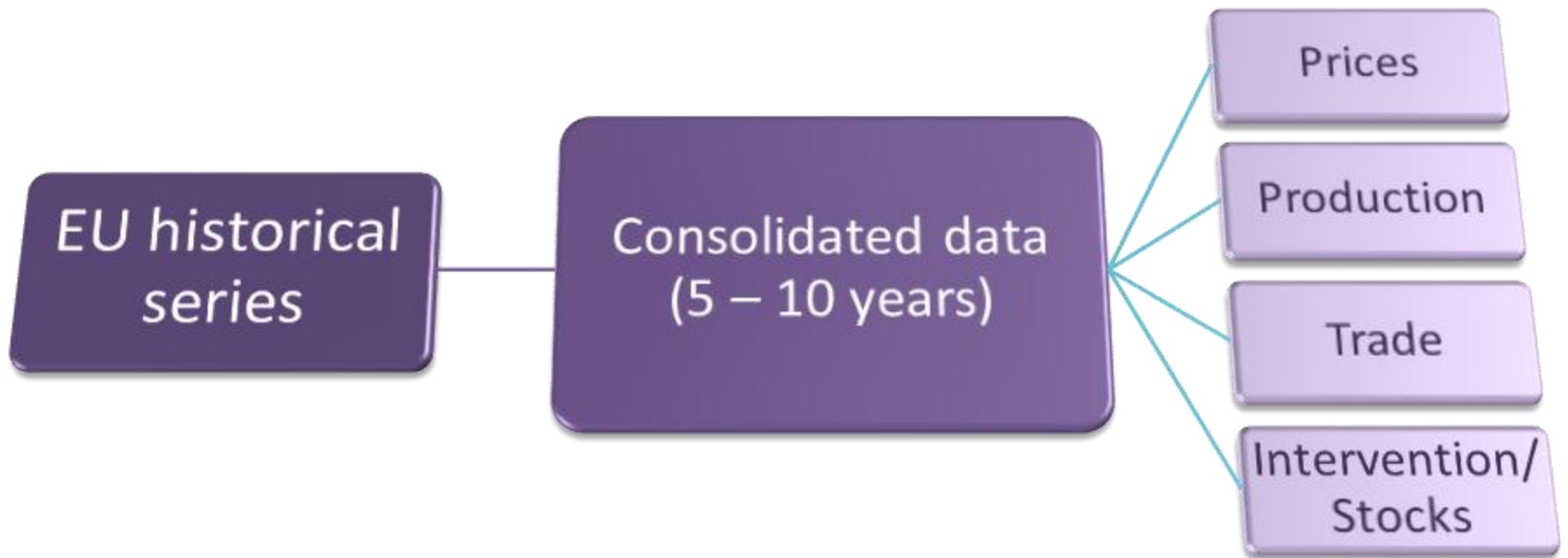
(Short and medium term)





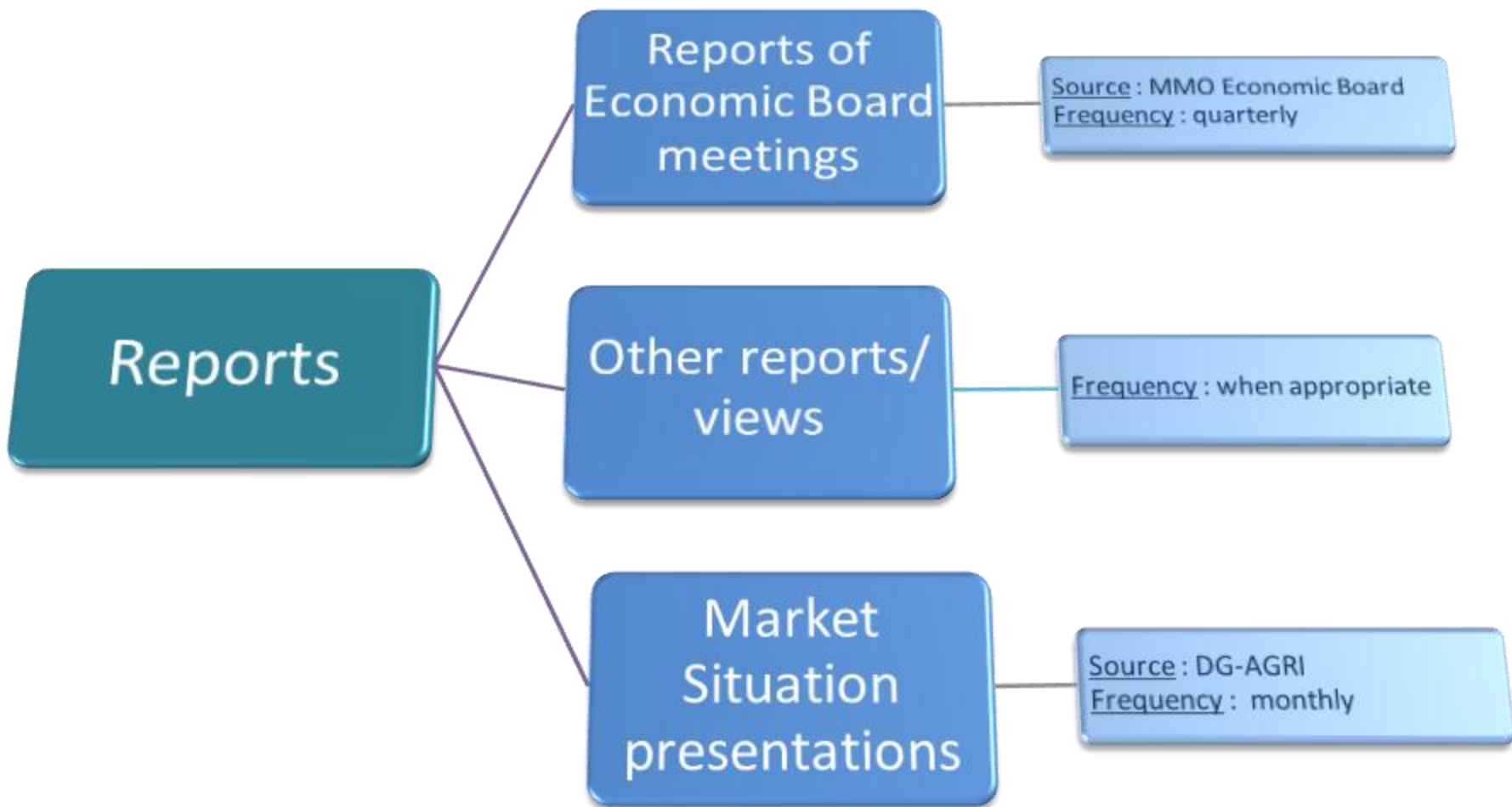
EU historical series

(Prices, production, trade, stocks, ...)





Reports



Input frequency



Input

Weekly

EU Dairy products prices

EU Spot milk prices

Fortnightly

3rd Countries dairy products prices

GDT auctions

Quarterly

Margins

Tri-annual

Short Term Outlook

Ad-Hoc frequency

Export/Import licenses

Follow-up of exceptional measures *

Annual

Medium Term Outlook

Monthly

EU (MS) Farmgate milk price

EU (MS) Milk deliveries

EU (MS) Dairy products production

3rd Countries milk price

3rd Countries milk production

EU (MS) trade

3rd Countries trade

Market Situation

* when appropriate (public stocks, PSA stocks)

European
Milk Market
Observatory



European
Commission

<http://ec.europa.eu/agriculture/mmo>