



Market transparency in the food supply chain

Marcelo Lima, DG AGRI

**The Expert Group Crops Market Observatory
Brussels, 5 July 2019**

Political context

- European Parliament resolution, 7 June 2016:

Calls for increased transparency... within the supply chain and for the strengthening of bodies and market information tools...

(<https://europa.eu/!GG99Wn>)

- Council conclusions, 12 December 2016:

Calls on the Commission to address... the issue of lack of transparency and information asymmetry in all levels of the food supply chain... (<https://europa.eu/!Yc83tK>)

- Joint statement, 12 March 2019:

... the transparency of agricultural and food markets is a key element of a well-functioning agricultural and food supply chain... The Commission is encouraged to continue its ongoing work...

(<https://europa.eu/!yT36XH>)

Economic, political & legislative context

- Increasing market orientation of the EU's agri-food sector; increasing levels of market concentration at the processing and retail stages; changing consumer demand patterns; increasing integration into global markets
- Current data collection is based on Art. 223 of the CMO Regulation ([1308/2013](#))
- A delegated ([2017/1183](#)) and implementing act ([2017/1185](#)) supplement the CMO Regulation:
 - e.g. what prices and quantities should be reported? (Annex I-III of 2017/1185)

Current data collection at EU level

- Data at production stage, but less downstream
- Data available on prices and (some) quantities
- For some products all MSs report data, for others only if production is above certain thresholds
- Operators report to MSs, which verify and transmit the data to the Commission
- No coordination mechanism, no exchange of practices
- Dissemination through Commission systems (dashboards, agri-food data portal, observatories)

Member States and stakeholder views

- Inception impact assessment (July 2017)
- Open public consultation (Aug-Nov 2017)
- AGRI/JRC experts workshop (May 2018)
- GREX/CDG workshop (September 2018)
- Questionnaires to Member States, companies and consumers (Sep-Oct 2018)
- Stakeholder conference (Feb 2019)
- Feedback on Proposal (May-June 2019)



Feedback

There is support to extend the collection and publication of market data *as long as* the:

- system is not too costly
- publication raises no new competition concerns
- reporting is targeted on key products only
- data are of good quality and published in a timely manner
- information contributes to a better understanding of structural issues along the food supply chain



Draft proposal

Amend the Annexes of Implementing Reg. ([2017/1185](#))

- Selling prices also for selected processed products and for organics
- Buying prices to obtain new points of observation in the supply chain
- Quantities when useful to understand the chain
- Possibility for MSs to delegate to operators the transmission of information
- Better coordination mechanisms between MSs and stakeholders

Proposal: Data collection

- Member States concerned:
 - Generally: Producing or using more than 2% of the corresponding Union production or use
- Buying prices
 - Along the supply chain (processing and retail prices)
 - Same frequency as the relevant selling prices
- High value-added products
 - Organic, non-GM

Weekly prices (Annex I)

1. Cereals

(a) Selling prices

Content of the notification: representative market prices for each of the cereals and the cereal qualities considered relevant for the Union market, expressed per tonne of product.

Member States concerned: all Member States.

Other: prices shall refer, where relevant, to the qualitative properties, the place of quotation and the stage of marketing of each product.

(b) Buying prices

Content of the notification: representative retailer and other representative food business operators buying prices of wheat flour expressed per tonne of product.

3. Oilseeds

Selling prices

Content of the notification: representative prices for rapeseed, sunflower seed, soya bean, rapeseed meal, sunflower seed meal, soya meal, crude rape oil, crude sunflower oil and crude soya bean oil.

Member States concerned: Member States with a planted area of the respective crop of at least 10.000 hectares per year. As regards price notifications on meals and oils, all producing Member States.

Weekly prices (Annex I)

1. Cereals

(a) Selling prices

Content of the notification: representative market prices for each of the cereals and the cereal qualities considered relevant for the Union market, expressed per tonne of product.

Member States concerned: all Member States.

Other: prices shall refer, where relevant, to the qualitative properties, the place of quotation and the stage of marketing of each product.

(b) Buying prices

Content of the notification: representative retailer and other representative food business operators buying prices of wheat flour expressed per tonne of product.

3. Oilseeds

Selling prices

Content of the notification: representative prices for rapeseed, sunflower seed, soya bean, rapeseed meal, sunflower seed meal, soya meal, crude rape oil, crude sunflower oil and crude soya bean oil.

Member States concerned: Member States with a planted area of the respective crop of at least 10.000 hectares per year. As regards price notifications on meals and oils, all producing Member States.

Monthly prices (Annex II)

1. Cereals

Selling prices

Content of the notification: representative market prices for organic common wheat, durum wheat and rye, expressed per tonne of product.

Period of notification: by 15th of each month in respect of the preceding month.

2. Oilseeds and protein crops

Selling prices

Content of the notification: representative market prices for each of the protein crops considered relevant for the Union market as well as for organic soya beans, organic soya meal, non-GM soya meal, expressed per tonne of product.

Member States concerned: for protein crops, Member States with a planted area of the respective crop of at least 10.000 hectares per year.

Period of notification: by 15th of each month in respect of the preceding month.

Monthly prices (Annex II)

1. Cereals

Selling prices

Content of the notification: representative market prices for organic common wheat, durum wheat and rye, expressed per tonne of product.

Period of notification: by 15th of each month in respect of the preceding month.

2. Oilseeds and protein crops

Selling prices

Content of the notification: representative market prices for each of the protein crops considered relevant for the Union market as well as for organic soya beans, organic soya meal, non-GM soya meal, expressed per tonne of product.

Member States concerned: for protein crops, Member States with a planted area of the respective crop of at least 10.000 hectares per year.

Period of notification: by 15th of each month in respect of the preceding month.

Tentative timeline

- Comitology vote 26 July
- Implementation 1 July 2020
- Drafting of technical guidance



Thank you