



Position of the producers in the F&V  
supply chain – GREECE





# Current structure of F&V in Greece

**Number of farmers nationally**

~530.000



**Total area grown**

~ 5.300.000ha

~336.000ha F&V (6%)



**Recognized PO's in Greece**

124 PO's in F&V sector consisted by

- 112 Cooperatives
- 12 other legal form



# Current structure of F&V in Greece



**1 APO – facing financial problems. In 2024 85% acquired by Agrifreda**



**Only 71 PO's implement Operational Programs**



# Current structure of F&V in Greece

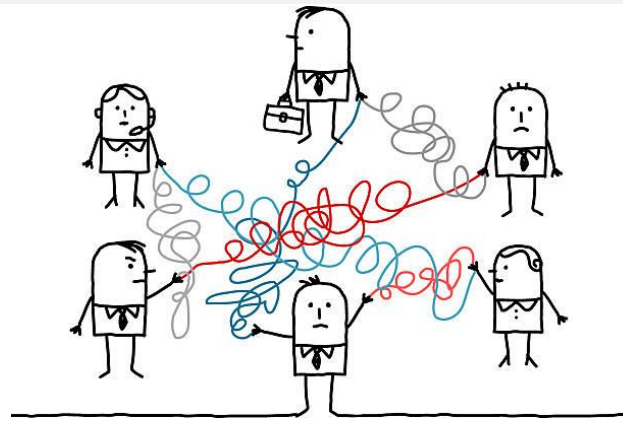


## Value of Operational Programs in 2021

20.6m out of which 8,4m implemented by 10 PO's



Greek POs represent 11% of national production, vs the EU which is 47%



What are the reasons that explain the **low level of cooperation** between producers and the **poor performance** of active collective schemes  
(PO's )

What is the **REAL** problem in Greece...?

# Problem #1

## Mindset.



Growers hesitate to commit with a PO afraid of losing business liberty, underestimate values from cooperation, they worry more about the present rather than the future.

### Problem nr 2

- Lack of business culture
- Lack of experienced business managers in Pos
- Lack in communication
- Grower low educational level

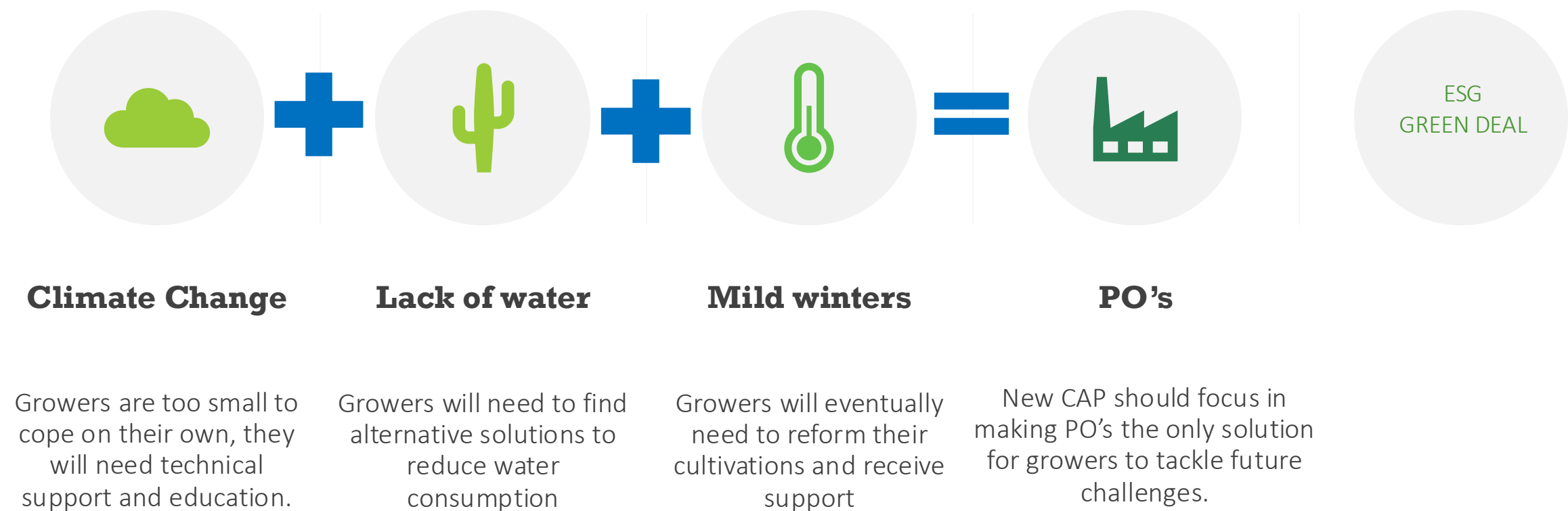
### Problem nr 3

- Wholesalers & intermediaries are dominant

### Problem nr 4

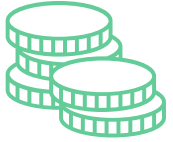
- Bureaucracy in the Public Sector (increased lead times to approve and to fund Operational programs)

# the challenges





# How to increase the bargaining power of POs in Greece ?



## **Increase subsidy**

Operational Programs :From 8,2% to 12,4% of the value of the marketable product.

Environmental actions: give extra 80% fund for environmental actions exceeding the min. of 15%



## **Flexible deadlines**

Provide more flexibility to Operational programs deadlines when cases of force majeure occur and actions falling outside the responsibility and control of the producer organization (such as lack of raw materials).



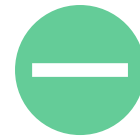
## **Minimum length of membership**

For growers members who have reformed their cultivations there should be a minimum length of membership of 5years (considering that new plots becomes productive after 3-4years).



## **ZWTL – Zero Waste to Landfill**

To Give marketable value to noncommercial volume that wasn't destined to landfill, so as to increase compliance and GAP.



## **PO's as One way solution**

Making collective schemes a one-way solution for individual growers in order to achieve new CAP goals (e.g. providing subsidies to growers only via Po's and more incentives etc.), consequently enabling the creation of national consortiums.



Thank you for your  
kind attention.