



Market transparency in the food supply chain

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**CDG Horticulture – Fruit & Vegetables
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Definition of market transparency

“the availability of relevant market information (e.g. concerning prices, weather, production, trade, consumption and stocks) for all market participants”

AMTF, November 2016

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>)

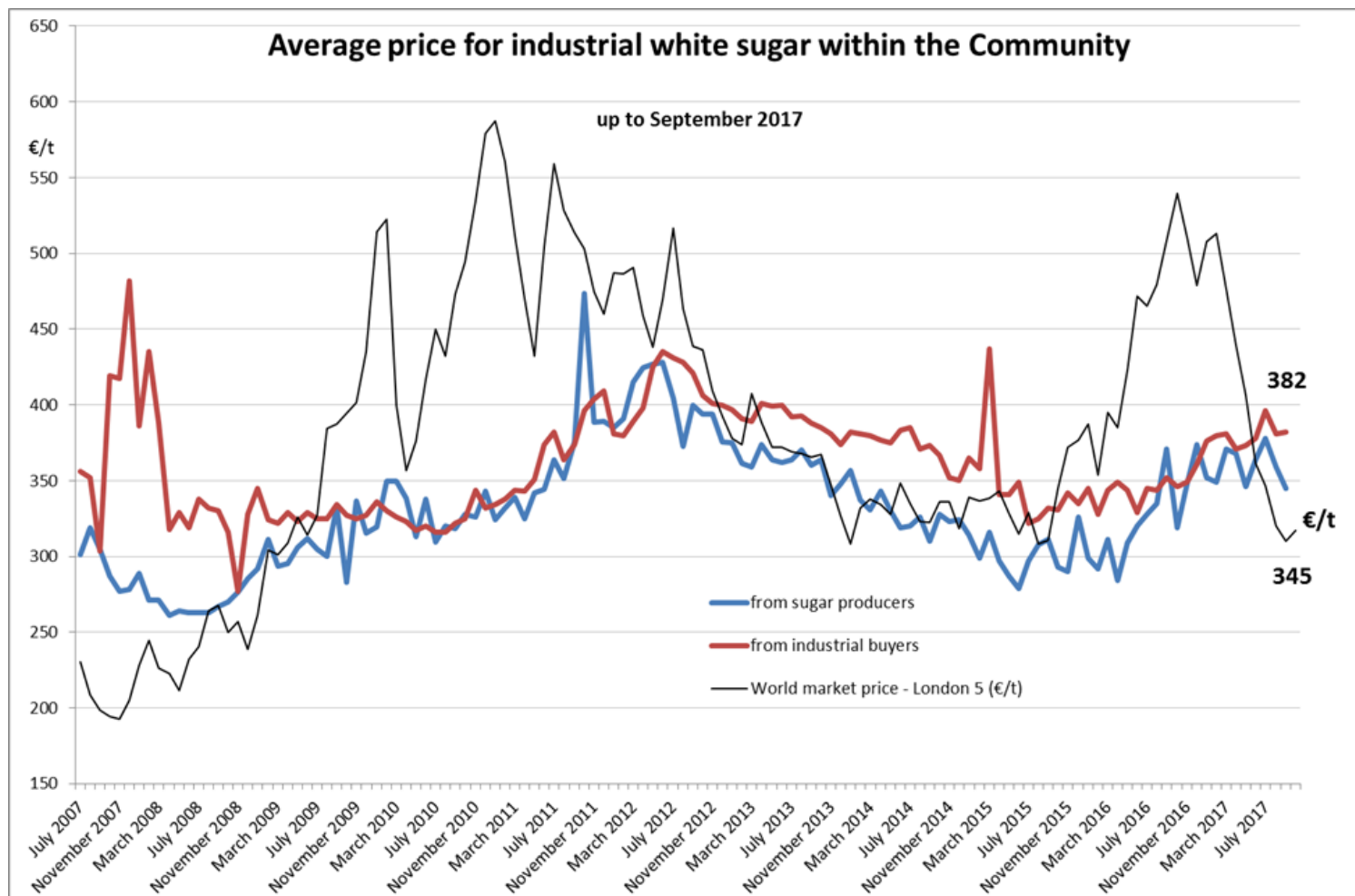
Economic & legislative context

- 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
- 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)

Key issues and method (1)

- Price collection along the FSC
- Representative prices
- Some additional quantities
- Not only selling prices but also buying prices

Buying/selling prices - price formation along the FSC



Key issues and method (2)

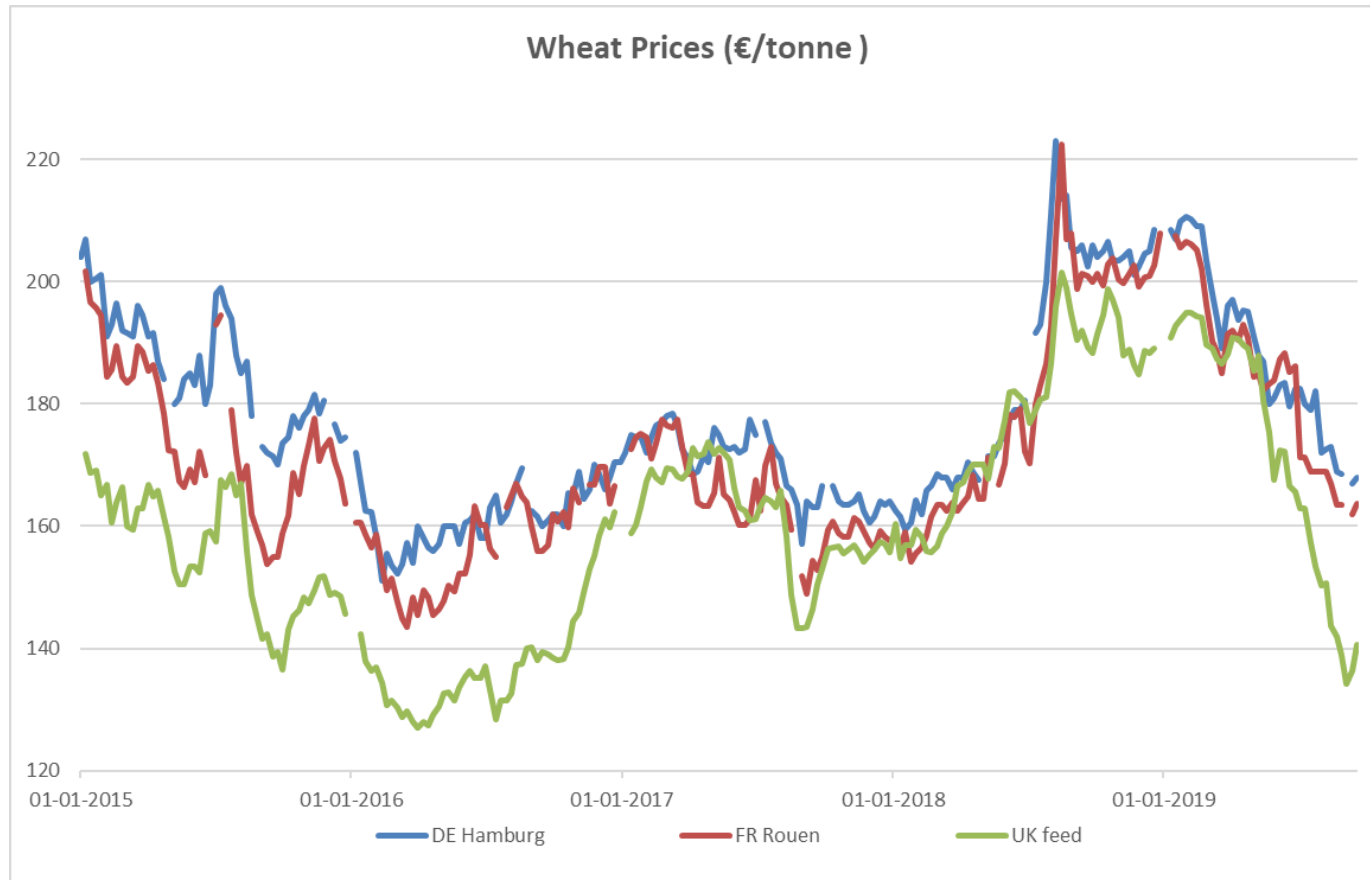
- Thresholds at MS level

“Unless otherwise specified, Member States concerned are those producing or using more than 2% of the total Union corresponding production or use, except for organic products, for which the threshold is 4% of the production”.

- MSs define methodology for data collection
- Possibility for MSs to delegate to operators the transmission of information
- Coordination mechanism between MSs and stakeholders

MS by MS approach

- Question is: what type of product is relevant for each MS market



-> *data on one market offers information for other markets*

Weekly prices (Annex I)

5. Fruit and vegetables, bananas

(a) Prices of products intended for the fresh market

Content of the notification: representative prices for the types and varieties of tomatoes, apples, oranges, peaches and nectarines listed in Annex VI to Commission Delegated Regulation (EU) 2017/891¹, expressed per 100 kg net weight of product.

Member States concerned: Member States as listed in Annex VI to Delegated Regulation (EU) 2017/891.

Other: prices shall be ex-packaging station, sorted, packaged and where applicable on pallets.

(b) Prices of bananas

...

(c) Farmgate prices

Content of the notification: representative prices of tomatoes, apples, oranges, peaches and nectarines, and bananas intended for the fresh market. All prices expressed per 100 kg of product.

Other: prices shall be at farmgate and products harvested.

(d) Buying prices

Content of the notification: representative retail buying prices of tomatoes, apples, oranges, peaches and nectarines, expressed per 100 kg of product.

Monthly prices (Annex II)

8. Fruit and vegetables, bananas

a) *Prices for organic fresh fruit and vegetables*

Content of the notification: representative selling prices of organic tomatoes, apples, oranges, peaches and nectarines, expressed per 100 kg net weight of product.

Period of notification: by the 25th each month in respect of the previous calendar month.

(b) *Prices for green bananas*

...

(c) *Farmgate prices*

Content of the notification: representative prices of tomatoes, apples and oranges intended for processing. All prices expressed per 100 kg of product.

Period of notification:

(a) for tomatoes, by 31 January the following year;

(b) for apples and oranges, by the 25th each month in respect of the previous calendar month.

Other: prices shall be at farmgate and products harvested.

Next steps

- MSs: public authorities decide how to best implement, given legal structure (which products, how to organize reporting, etc.)
- EU level MS coordination / exchange of experiences
- Publication of legal text: October;
-> entry into force: 1 January 2021



Thank you