



# **Market transparency in the food supply chain**

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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>)

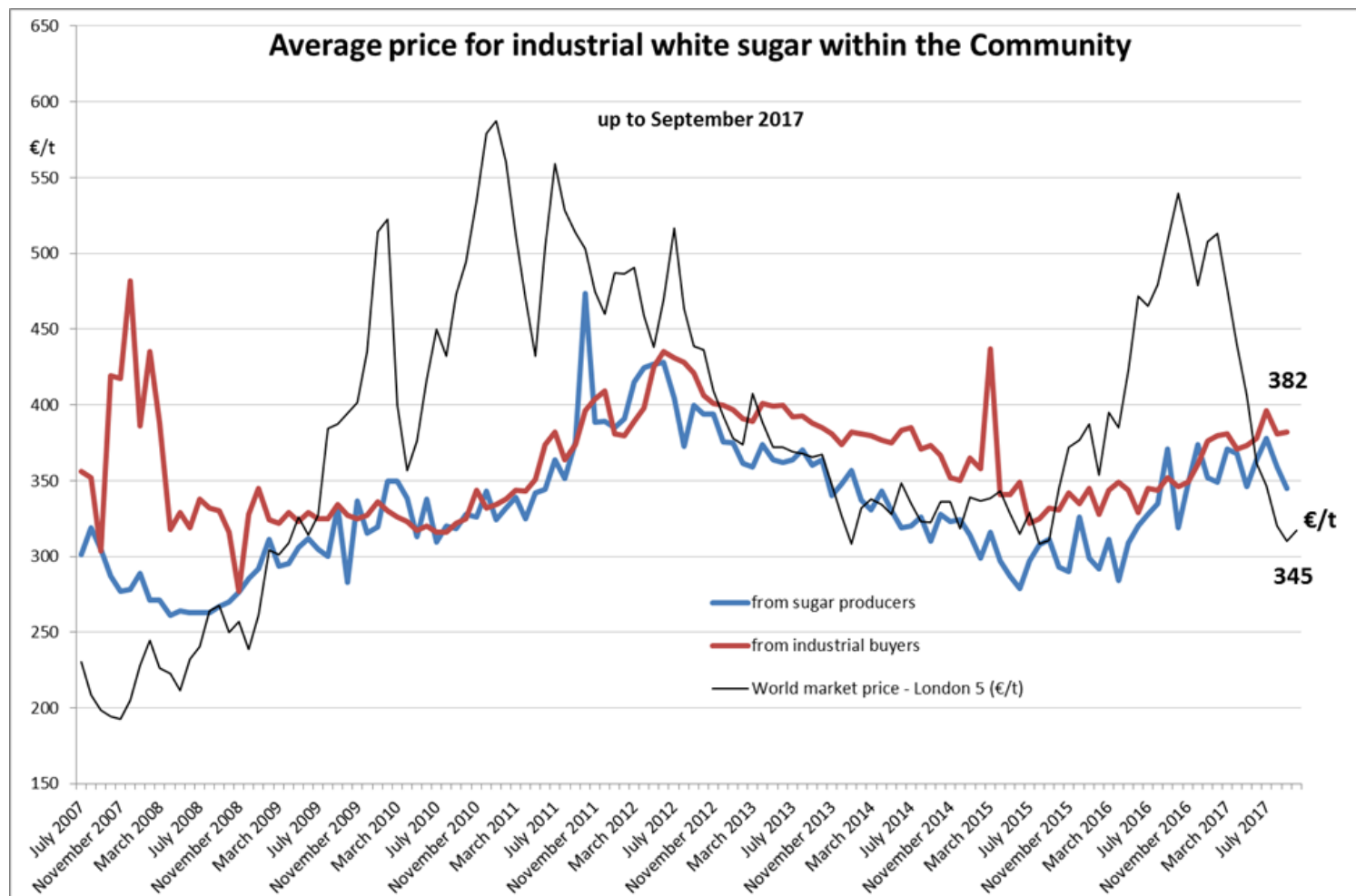
# Economic & legislative context

- 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”.*

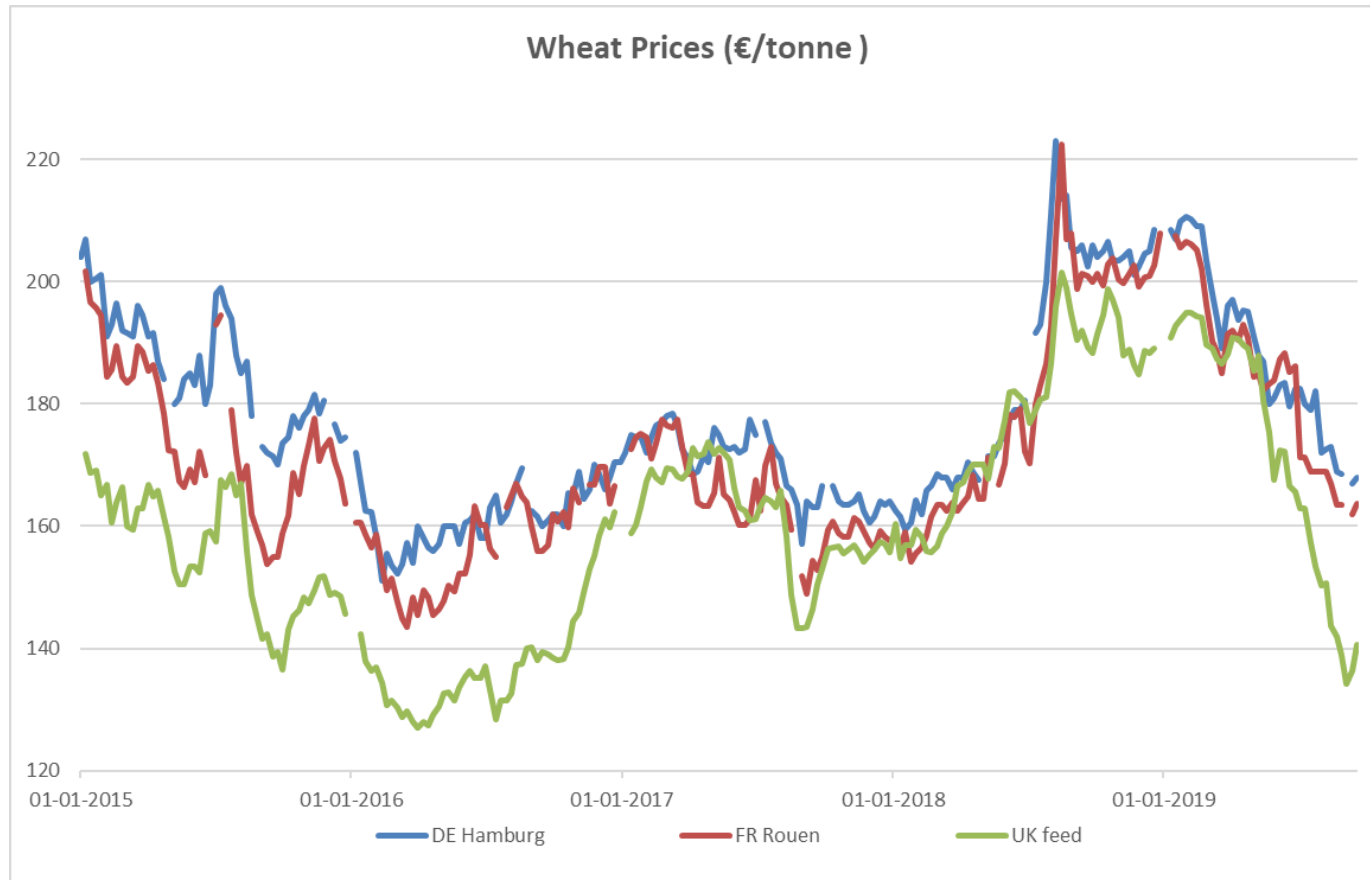
- MSs define methodology for data collection

- 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)

## 7. Milk and milk products

*Content of the notification:* prices of whey powder, skimmed milk powder, whole milk powder, butter, cream, drinking milk and commodity cheeses expressed per 100 kg of product.

*Member States concerned:* Member States whose national production represents 2% or more of Union production; or, in the case of commodity cheeses, where the cheese type represents 4 % or more of the total national cheese production.

*Other:* prices shall be notified for products purchased from the manufacturer, excluding any other cost (transport, loading, handling, storage, pallets, insurance, etc.) based on contracts concluded for deliveries within three months.

### ***Buying prices***

*Content of the notification:* retailers' and other food business operators' representative buying prices of butter and relevant cheeses expressed per 100 kg of product.

## 10. Other

*Content of the notification:* price of fat filled powder expressed per 100 kg of product.

*Other:* prices shall be notified for products purchased from the manufacturer, excluding any other cost (transport, loading, handling, storage, pallets, insurance, etc.) based on contracts concluded for deliveries within three months.

# Monthly prices (Annex II)

## 7. Milk and milk products

### (a) Milk

*Content of the notification:* the price of raw milk and organic raw milk, and the estimated price for deliveries of raw milk in the running month, expressed per 100 kg of product at real fat and protein content.

*Member States concerned:* all Member States.

*Period of notification:* by the 25th of each month in respect of the preceding month.

*Other:* the price shall be that paid by first purchasers established in the territory of the Member State.

### (b) Milk products

*Content of the notification:* prices for cheeses, other than commodity cheeses referred to in point 7 of Annex I, expressed per 100 kg of product.

*Member States concerned:* all Member States for types of cheeses relevant for the national market.

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

*Other:* the prices shall relate to cheese purchased from the manufacturer, excluding any other cost (transport, loading, handling, storage, pallets, insurance, etc.) based on contracts concluded for deliveries within three months.

# Quantities (Annex III)

## 8. Milk

*Content of the notification:*

- the total quantity of cow's raw milk, expressed in kilograms at real fat content;
- the total quantity of organic cow's raw milk, expressed in kilograms at real fat content;
- the fat content and the protein content of cow's raw milk, as a percentage of the product weight.

*Period of notification:* by the 25th of each month for the preceding month.

*Member States concerned:* all Member States.

*Other:* for milk, the quantities refer to milk delivered in the preceding month to first purchasers established in the territory of the Member State. Member States shall ensure that all first purchasers established in their territory declare to the competent national authority the quantity of cow's raw milk that has been delivered to them each month in a timely and accurate manner so as to comply with this requirement.

## 12. Other

*Content of the notification:* the total quantity of fat-filled powder, expressed in tonnes.

*Period of notification:* by the 25th of each month for the preceding month.

*Member States concerned:* all Member States.

*Other:* the quantities refer to fat-filled powders produced in the preceding month by dairy processors established in the territory of the Member State.

# Next steps

- MSs: public authorities decide how to best implement, given EU legal structure (which products, how to organize reporting, etc.)
- EU level MS coordination / exchange of experiences
- Publication of legal text: October 2019;  
-> entry into force: 1 January 2021



# Thank you