

---

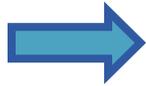
# Market Responsibility Programme

# Market Responsibility Programme – MRP

---

## Reacting to crises – applying the MRP

The plan is to apply the MRP in three phases.



### 1. Early warning (Market Index falls by 7.5%)

- Monitoring agency announces early warning
- Private storage is opened  
Incentive programmes for extra consumption such as sucking-calf production, milk fattening of heifers etc.
- Phase is maintained until the index returns to 100



### 2. Crisis (Market Index falls by 15%)

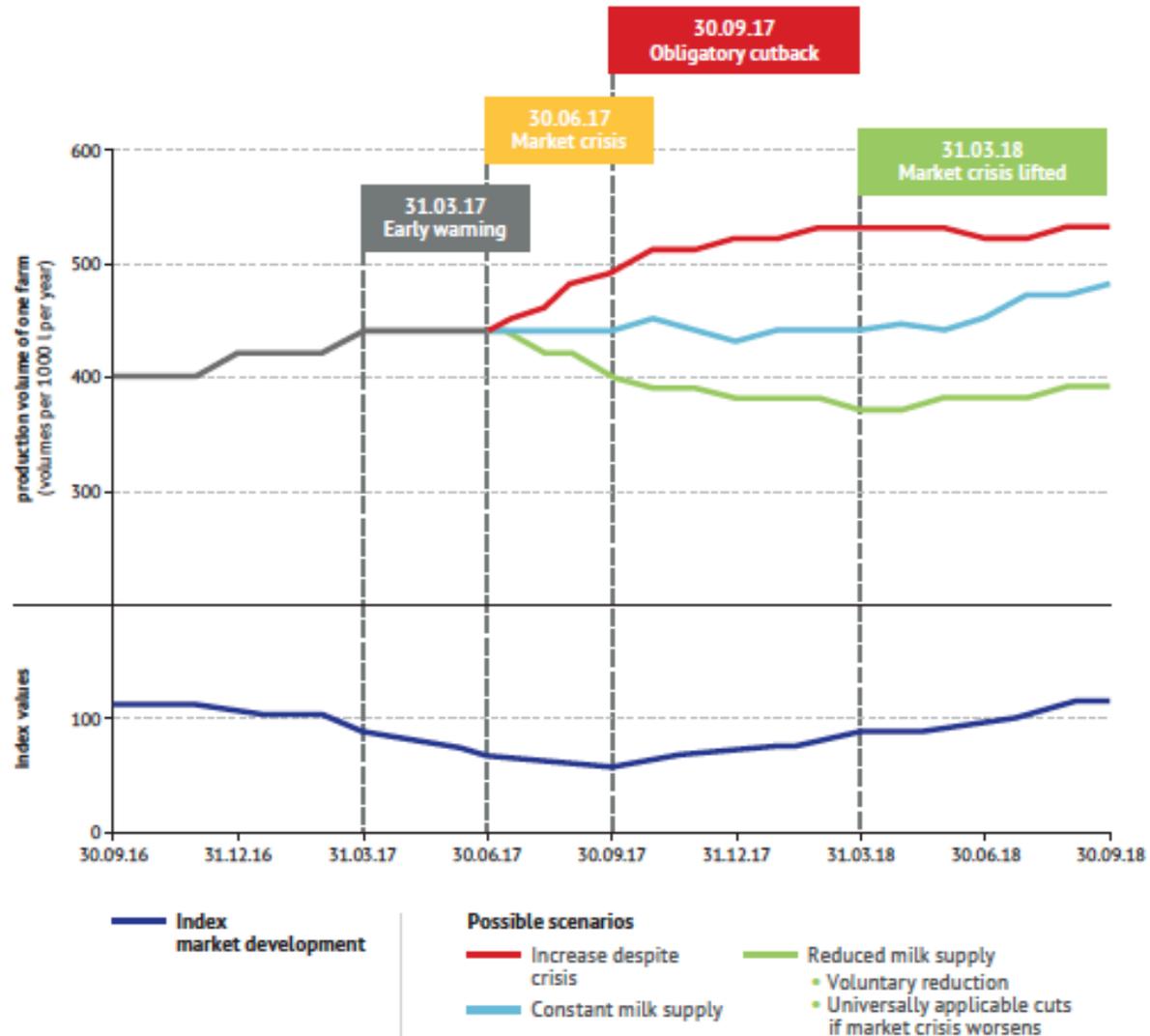
- The crisis is officially established and announced by the Monitoring Agency
- Core elements of the Market Responsibility Programme are started
- A reference period is defined
- Call for tenders regarding production cuts (at least 5%), bonus for reducing production
- Market responsibility levy from the first kilo for farms increasing production



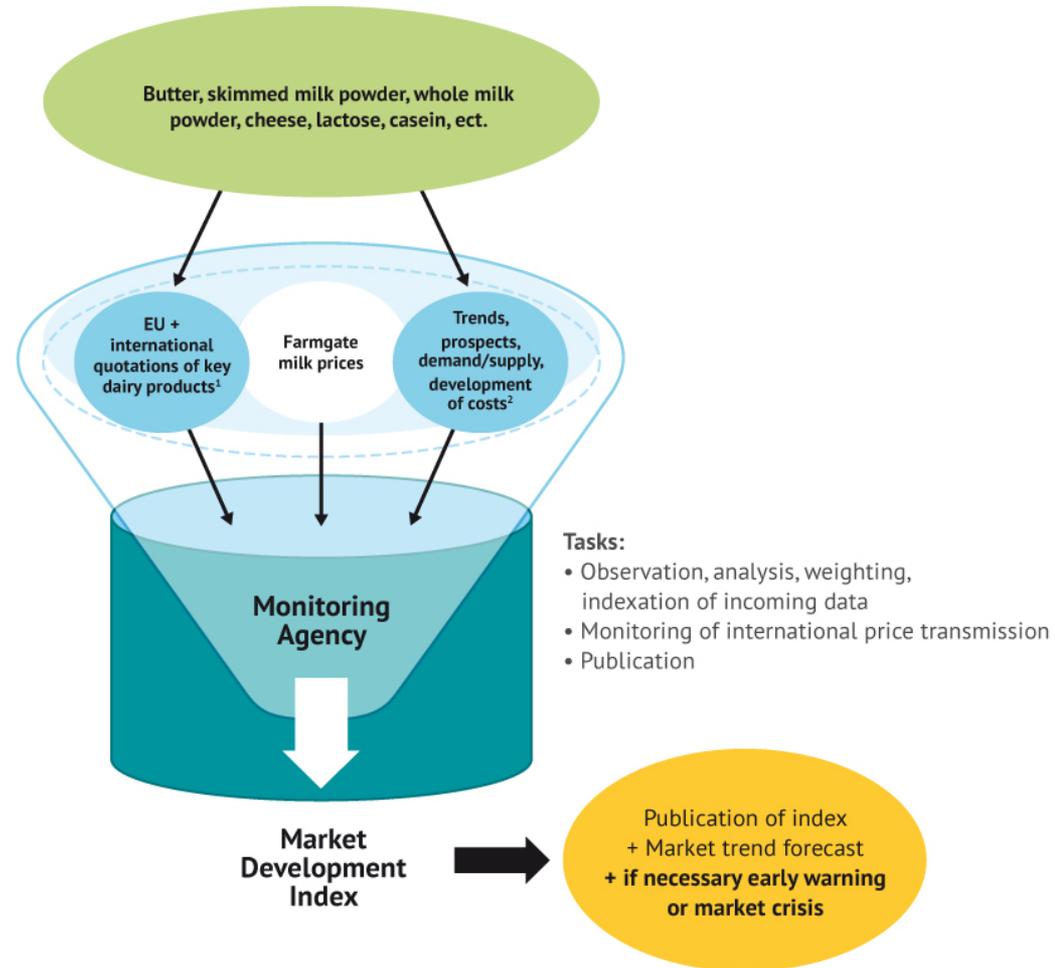
### 3. Obligatory cutback phase (Market Index falls by 25%)

- Universally applicable reduction in the supply of milk by 2–3% for a defined period, e.g. 6 months

# Market Responsibility Programme – MRP



# Market Responsibility Programme – MRP



1 e.g. to be gathered from: DCA, CLAL, DGT, CME

2 e.g. to be gathered from: Eurex, IFCN, ife, FAO