

Last update: 30.04.2015

#### **MMO Economic Board**

#### Meeting of 29 April 2015

- The 5<sup>th</sup> meeting of the Milk Market Observatory's Economic Board took place on 29 April 2015, with the exceptional attendance of Commissioner Phil Hogan and the participation of experts from the member organisations representing the various steps in the milk supply chain: CEJA (young farmers), COPA-COGECA (producers and cooperatives), ECVC (Via Campesina), EMB (European Milk Board), EDA (dairy industry), Eucolait (dairy trade) and Eurocommerce (retail).
- o The meeting was opened by Commissioner Hogan marking the 1<sup>st</sup> anniversary of the MMO, reviewing the work achieved in one year, thanking market experts for their active participation, presenting a newly developed dashboard and encouraging the emergence of new ideas to further strengthen the MMO's work so that it is seen as the authoritative voice on the EU milk market.
- The meeting was called in addition to the usual four meetings a year in order to ensure a closer follow-up of the market situation in the post quota period.
- o The discussion on the milk market situation was opened by a presentation of the dashboard which captures in one view the overall picture of the market situation stemming from available statistics. The factual information material prepared by participants and exchanged during the meeting allowed to gather the following picture on the current milk market situation.
- o After the unexpected rebound in dairy product prices from January to March, downward pressure has been perceptible again since March (SMP -9%, WMP -1%, butter and Cheddar -3%). Milk production was down by 1% in the first 2 months of the year thanks to reduced production in 19 MS, but preliminary information on March production shows divergent trends. Buyers have adopted a waiting attitude, covering only their immediate needs, in the expectation that milk quota expiry may spark production increases, pushing prices down. The situation is expected to be clearer once the production peak is passed (mid-May).
- Average farm gate milk prices stabilised around 32c/kg in January-March, but the range between maximum and minimum prices can be significant within one MS. Decreasing feed and energy costs

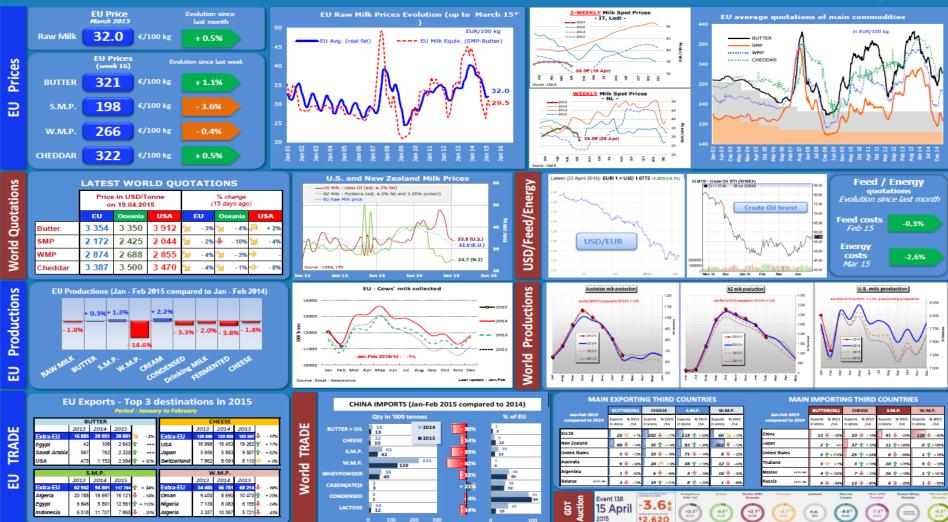
- were mentioned as underpinning farmers' margins for the moment.
- The assessment of EU stock levels based on a residual approach (production + imports consumption and exports) showed decreasing stocks for butter, SMP and cheese in the last months but the level reached implies different conclusions: while SMP stocks were qualified as excessive for the moment, butter stocks were regarded as only slightly above needs and cheese stocks as normal. The better performance on the cheese side is due to the quick adjustment of cheese manufacturers to the Russian import ban.
- At world level, milk production decreased by 0.4% (close to - 300 000 t) in the 1st quarter of 2015, with increases in Australia and the USA being more than offset by decreases in Argentina, NZ and the EU. Forecasts are relatively modest: 1.5% increase for the EU, 1.9% for the USA (both for calendar year 2015), 2% for Australia and -2% for NZ (both for their respective 2014-15 season). Global SMP exports were particularly strong over the period December 2014 - February 2015, while WMP exports suffer from China's reduced demand. Cheese exports suffer from reduced Russian demand which is not fully compensated by increased exports to the USA, Japan, South Korea and Mexico. At world level, stocks are reported as slightly higher than a year ago in the USA and Oceania, but qualified as low in Latin America.
- o Consumption data shared during the meeting showed a downward trend in household consumption in both volume and value, with only a few exceptions. Those data, that still need consolidation and quality check, only refer to household consumption in 14 MS collected through various non-harmonised channels and do not cover industrial use nor out of home consumption.
- O Uncertainties for the months to come remain linked to the strength of EU milk production in the post quota period, China's and Russia's buying behaviour and possible development of their domestic production.

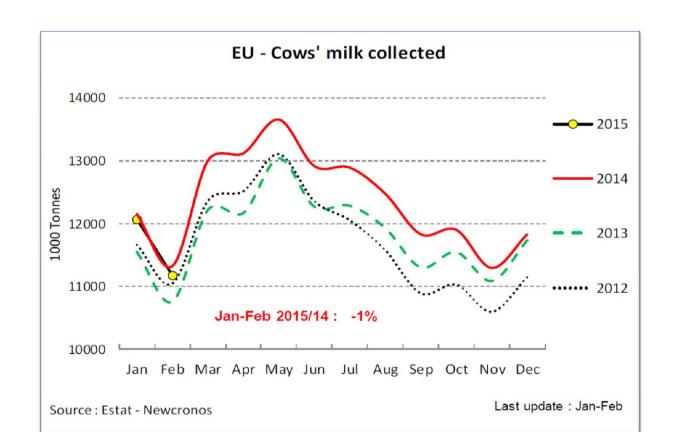
# **ANNEX 1**

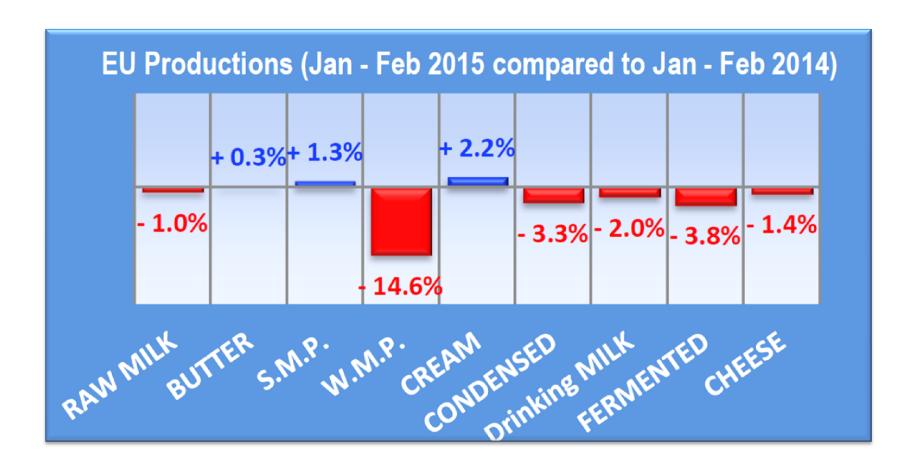
# **Milk Market Situation**

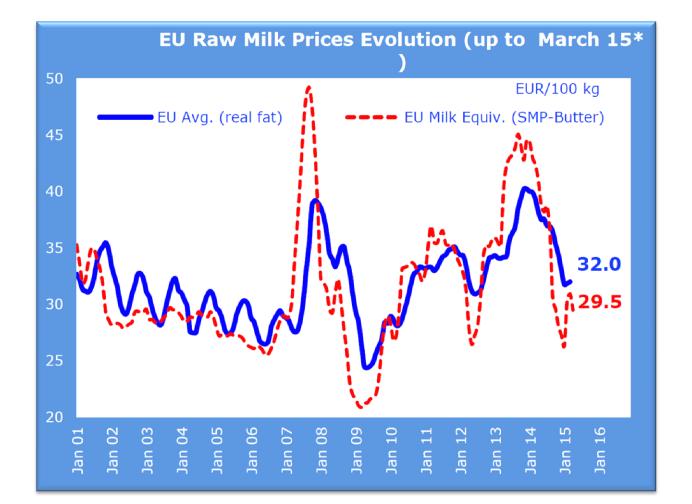
European Commission

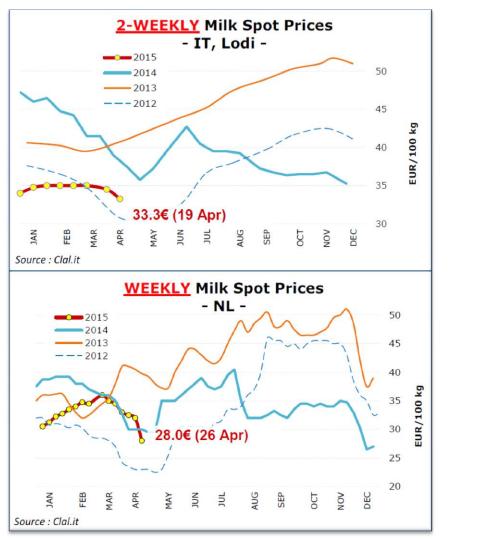
**DAIRY PRODUCTS - DASHBOARD** Last update : 28.04.2015 2-WEEKLY Milk Spot Prices **EU Price** Evolution since EU Raw Milk Prices Evolution (up to March 15\* - IT, Lodi -EU average quotations of main commodities March 2015 last month

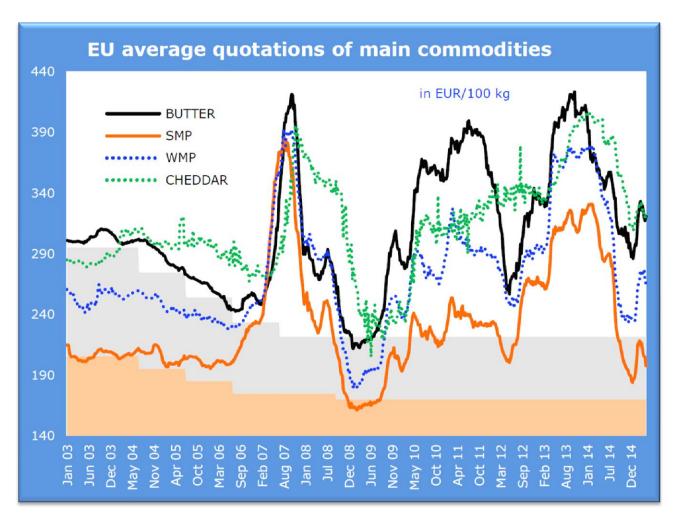












#### LATEST WORLD QUOTATIONS

		in USD/T n 19.04.20		% change (15 days ago)			
	E	Oceania	USA	E	Oceania	USA	
Butter	3 354	3 350	3 912	<u>→</u> -3%	<u>→</u> - 4%	<del>&gt;</del> + 2%	
SMP	2 172	2 425	2 044	<u>→</u> - 2%	<del>-</del> 10%	<u>- 4%</u>	
WMP	2 874	2 688	2 855	<u>→</u> - 4%	<u>→</u> - 3%	<b>→</b> -	
Cheddar	3 387	3 500	3 470	<u>→</u> - 4%	<u>→</u> - 1%	- 0%	



### **EU Exports - Top 3 destinations in 2015**

Period: January to February

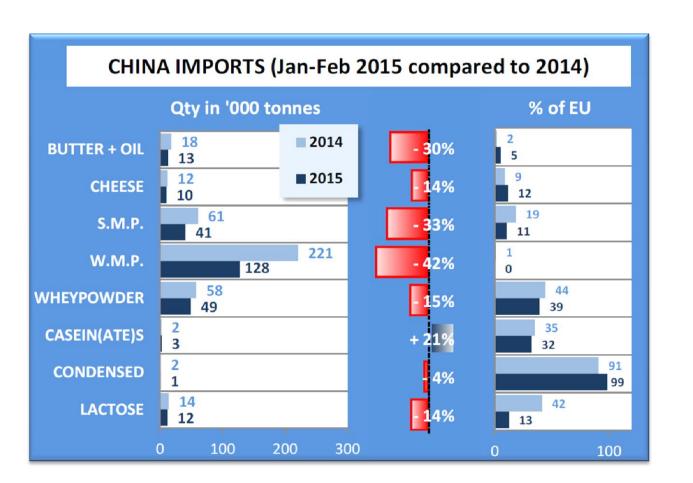
BUTTER					CHEESE					
	2013	2014	2015			2013	2014	2015		
Extra-EU	16 885	20 951	20 601	<u>&gt;</u> - 2%	Extra-EU	123 669	123 626	102 487	Ŷ	- 17%
Egypt	42	108	2 643	<b>+++</b>	USA	16 998	16 453	19 262	<u> </u>	+ 17%
Saudi Arabia	567	762	2 320	<b>+++</b>	Japan	5 956	5 883	9 507	<b>↑</b> ·	+ 62%
USA	475	1 153	2 094	<b>+</b> 82%	Switzerland	7 862	8 091	8 110	$\Rightarrow$	+ 0%
S.M.P.										
	S	.M.P.				W	/.M.P.			
	<b>S</b> 2013	.M.P. 2014	2015			<b>W</b> 2013	<b>/.M.P.</b> 2014	2015		
Extra-EU			2015 117 794	<b>+</b> 24%	Extra-EU			2015 60 214	1	- 10%
Extra-EU Algeria	2013	2014		_		2013	2014	60 214		- <b>10</b> % + 20%
	2013 62 942	2014 94 801	117 794	- 14%	Oman	2013 54 405	2014 66 781	60 214 10 470	1	

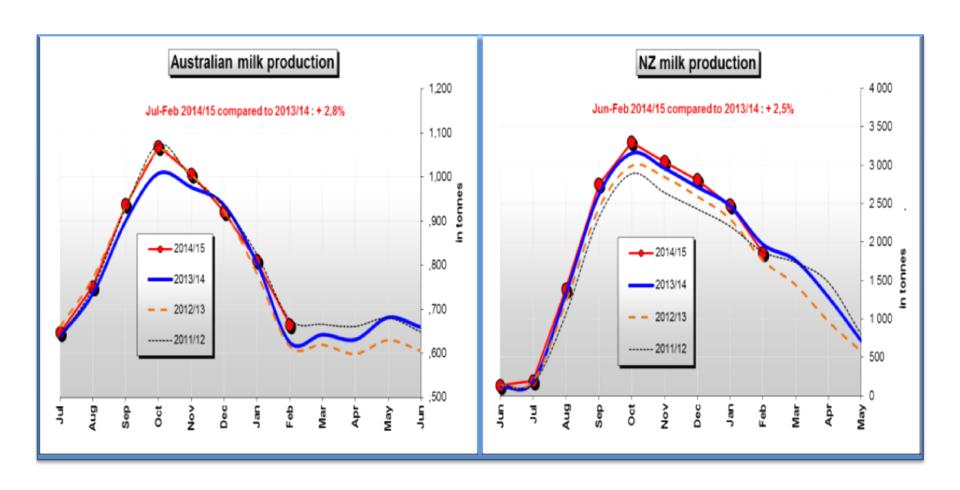
#### MAIN EXPORTING THIRD COUNTRIES

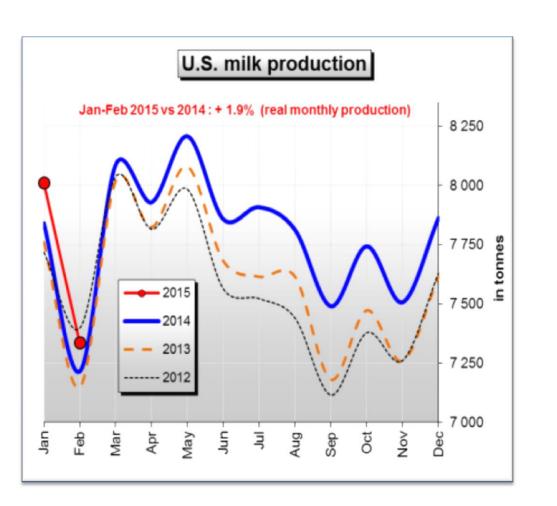
lan Fab 2015	BUTTER(OIL)	CHEESE	S.M.P.	W.M.P.	
Jan-Feb 2015 compared to 2014	Exports % 2015 in ktons /14	Exports % 2015 in ktons /14	Exports % 2015 in ktons /14	Exports % 2015 in ktons /14	
EU-28	<b>26</b> 💠 + 1%	<b>102</b> 🔱 - 17%	<b>118</b> 👚 + 24%	<b>60 </b>	
New Zealand	<b>88</b> 🕂 - 14%	<b>55</b> 👚 + 14%	<b>83</b> 💠 + 28%	<b>261</b> - 12%	
United States	<b>5</b> 🕌 - 72%	<b>53                                    </b>	<b>71</b> 🕌 - 14%	<b>8</b> 🕌 - 22%	
Australia	<b>6</b>	<b>24</b> > + 9%	<b>38</b> 👚 + 18%	<b>12</b> 🔱 - 43%	
Argentina	<b>1</b> 🕌 - 52%	<b>6</b>	<b>4</b> 🕌 - 19%	<b>18</b> 🕌 - 30%	
Belarus up to Jan	<b>3                                    </b>	<b>14</b> 👚 + 21%	<b>8</b> 👚 + 24%	<b>1</b> 🕹 - 68%	

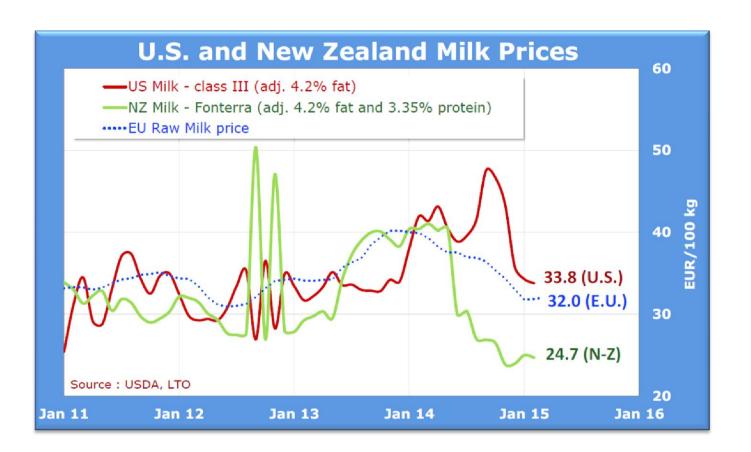
#### MAIN IMPORTING THIRD COUNTRIES

Inn Fab 2015		BUTTER(OIL)	CHEESE	S.M.P.	W.M.P.	
	Jan-Feb 2015 compared to 2014	Exports % 2015 in ktons /14	Exports % 2015 in ktons /14	Exports % 2015 in ktons /14	Exports % 2015 in ktons /14	
	China	<b>13</b> 🕹 - 30%	<b>10</b> 🔱 - 14%	<b>41 4</b> - 33%	<b>128</b> 🕹 - 42%	
	Japan	2 👚 +++	<b>37</b> 👚 + 12%	<b>11</b> 👚 + 125%	<b>0</b> 👚+ 155%	
	United States	<b>5</b> 👚+ 172%	<b>25</b> 👚 + 24%	<b>0</b>	<b>1</b> 👚 + 16%	
	Thailand	<i>3</i> → +1%	<b>3</b> 👚 + 13%	<b>10</b> 👚 + 76%	<b>9</b> 👆 - 18%	
	Mexico up to Jan	<b>4 1</b> 30%	<b>7</b> 👆 - 13%	<b>16</b> + 18%	<b>1</b> 👚+ 151%	
	Russia up to Jan	4 🕂 - 69%	<b>13</b> 🔱 - 55%	<b>6</b>	<b>1</b> 👆 - 58%	







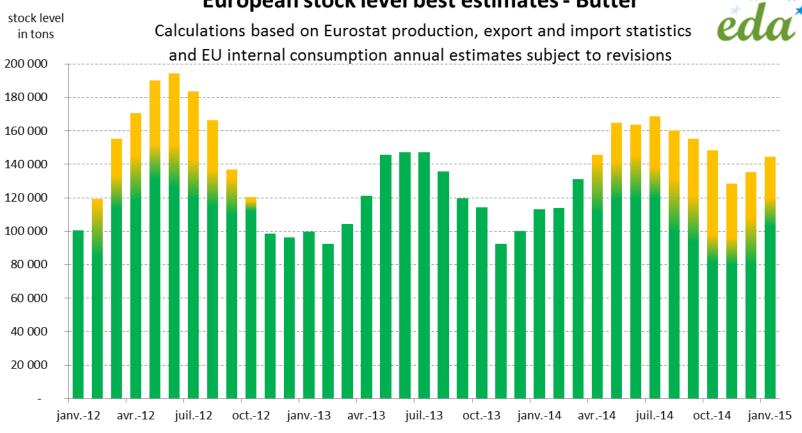


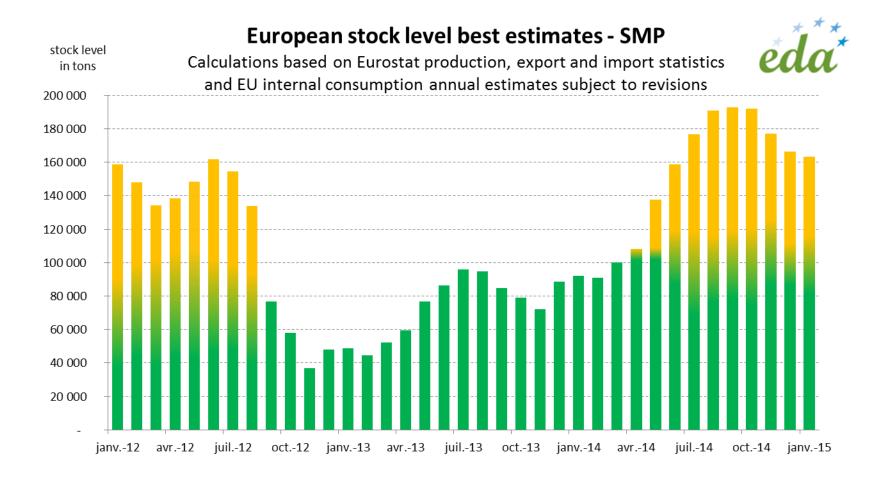
# **ANNEX 2**

# **EU dairy products monthly stock situation**

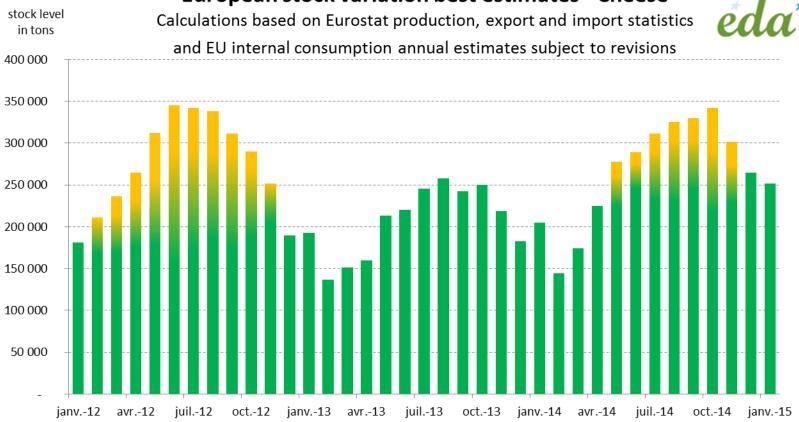
**EDA** 

#### **European stock level best estimates - Butter**





#### **European stock variation best estimates - Cheese**



# **ANNEX 3**

# Perspectives from the Dairy Trade

Eucolait





# Perspectives from the Dairy Trade

Milk Market Observatory Meeting 29 April 2015



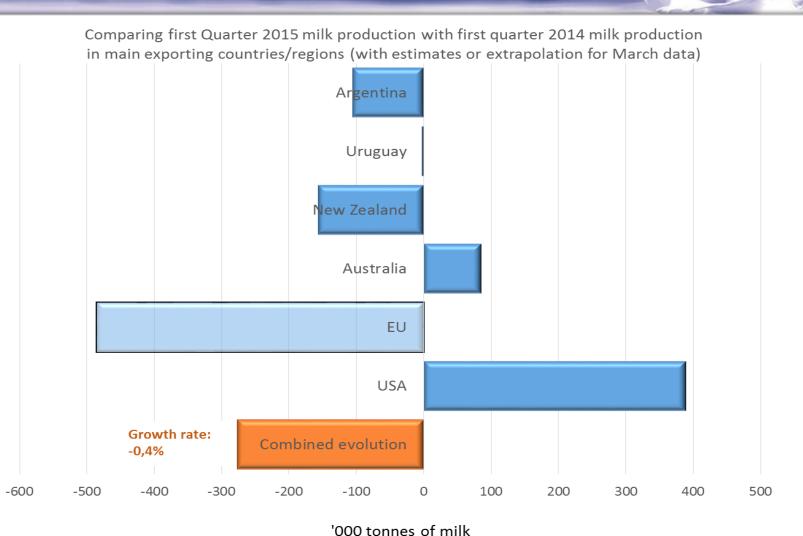
### Outline



- Global Supply
- Global Exports
- Global Demand
- Global Stocks
- Conclusions



# Global Supply in Q1 2015





# Global Supply - Outlook

- ➤ **EU** milk production in 2015: no flood of milk anticipated
- ➤ **US** milk production forecasted to increase by 1,9% in 2015 (revised downwards), dry conditions in West constraining production
- ➤ NZ: -2% for the season expected, realistic? Production is impacted by lower prices
- > Australia: +2% for the whole season expected



### Outline



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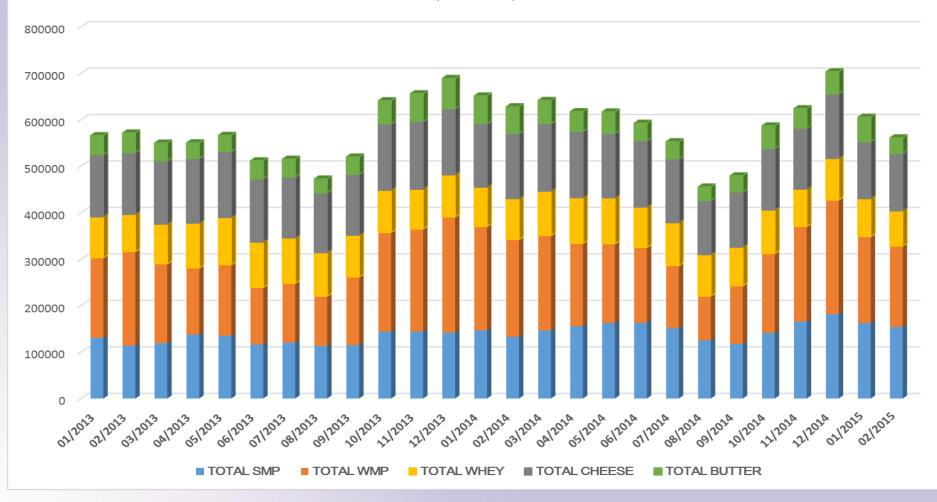
# **Global Exports**



MONTHLY CUMULATED GLOBAL EXPORTS

EU+USA+NZ+AUS+ARG+URU

('000 tonnes)

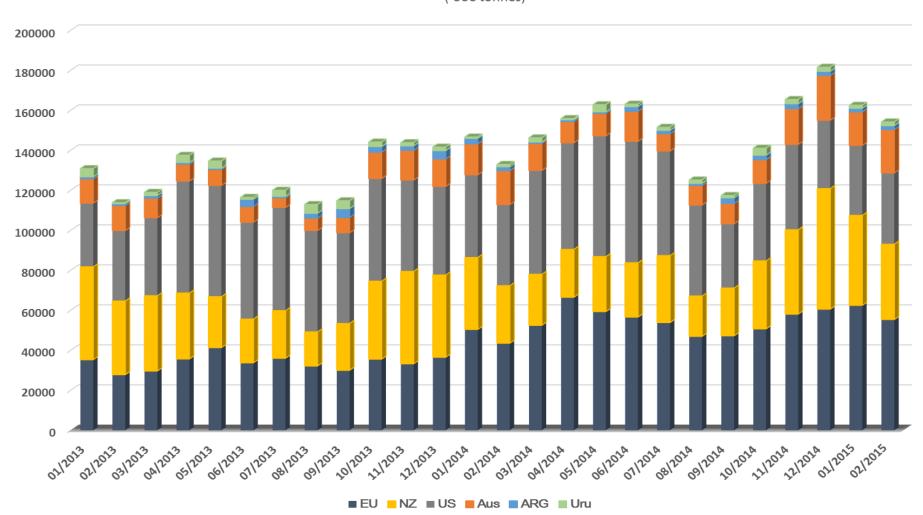




# **Global SMP Exports**



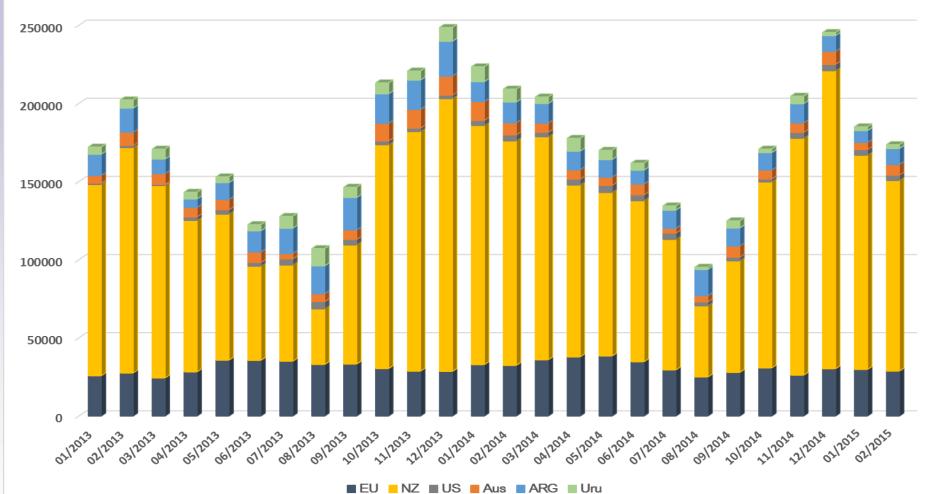
#### MONTHLY CUMULATED GLOBAL SMP EXPORTS ('000 tonnes)









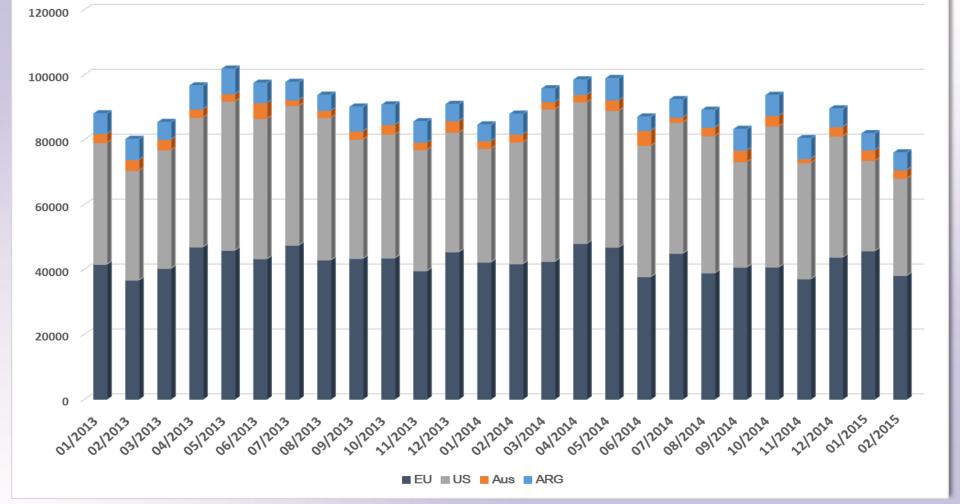




# **Global Whey Exports**



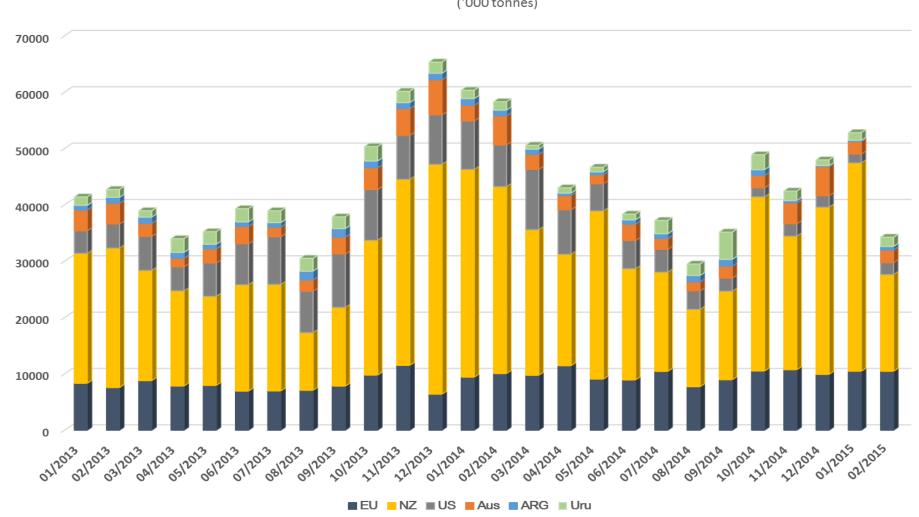
MONTHLY CUMULATED GLOBAL WHEY EXPORTS ('000 tonnes)





# **Global Butter Exports**



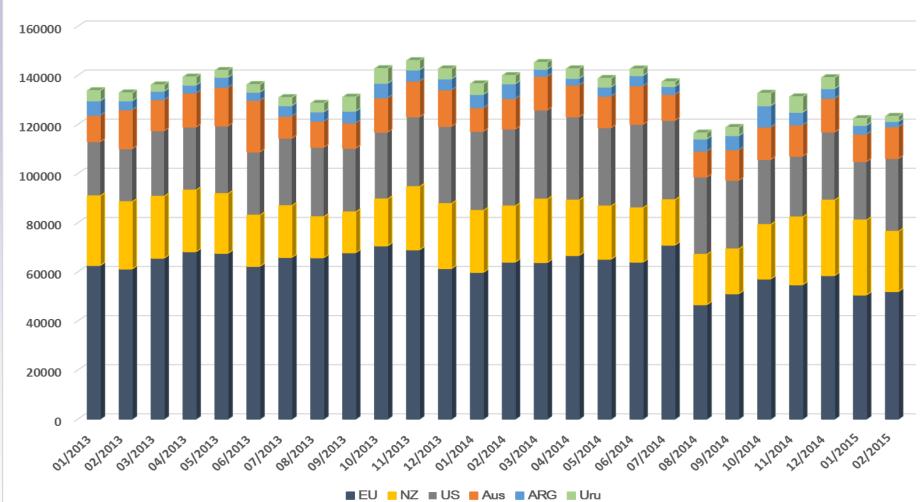




# **Cheese Exports**



MONTHLY CUMULATED GLOBAL CHEESE EXPORTS ('000 tonnes)





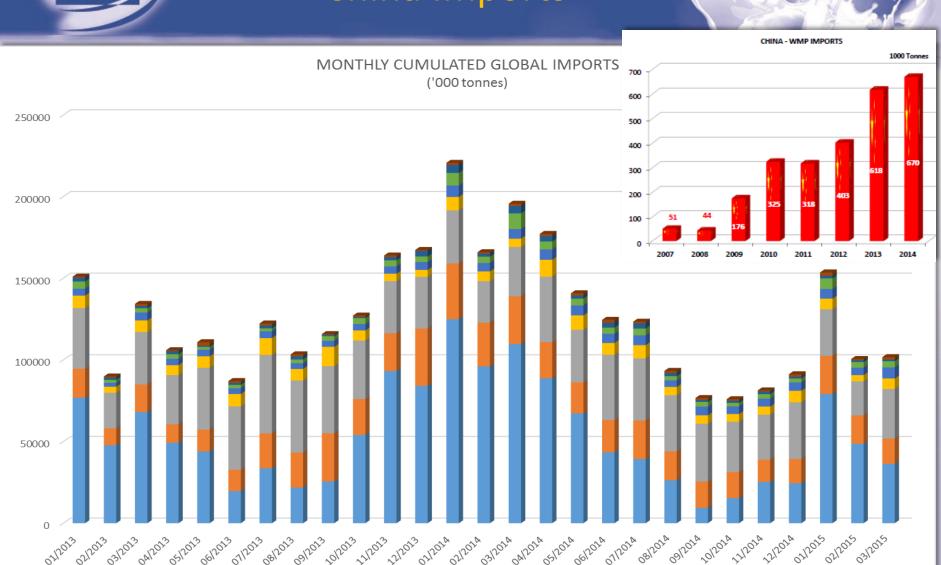
### Outline



- Global Supply
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# **China Imports**

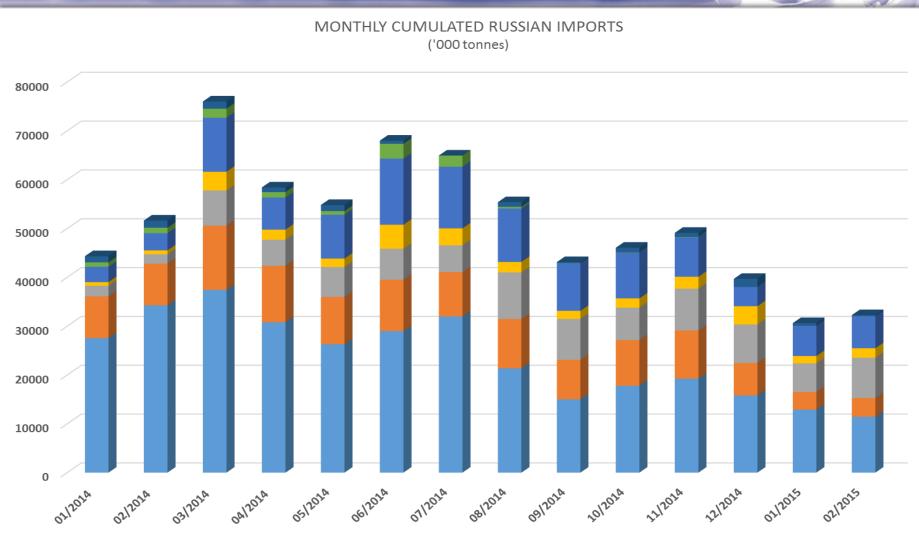


■ SMP ■ WHEY ■ LACTOSE ■ CHEESE ■ BUTTER ■ AMF ■ CASEIN(ATES)



# **Russia Imports**



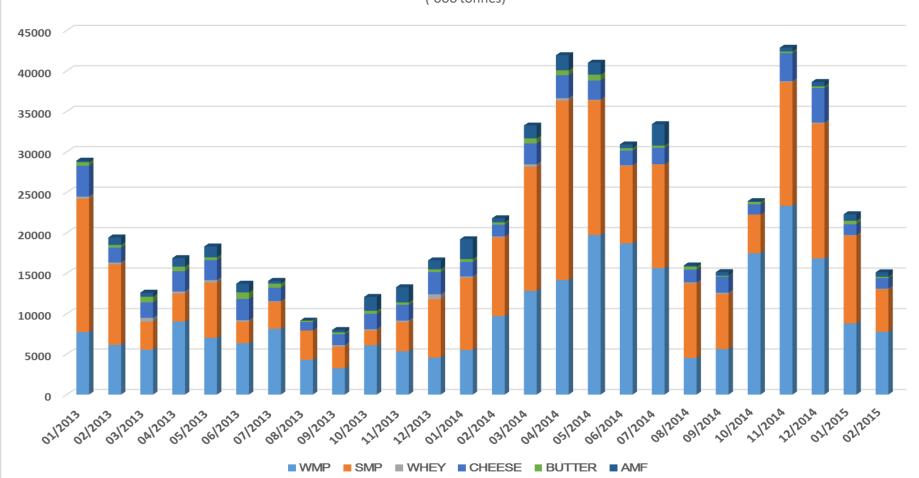




#### Algeria Imports





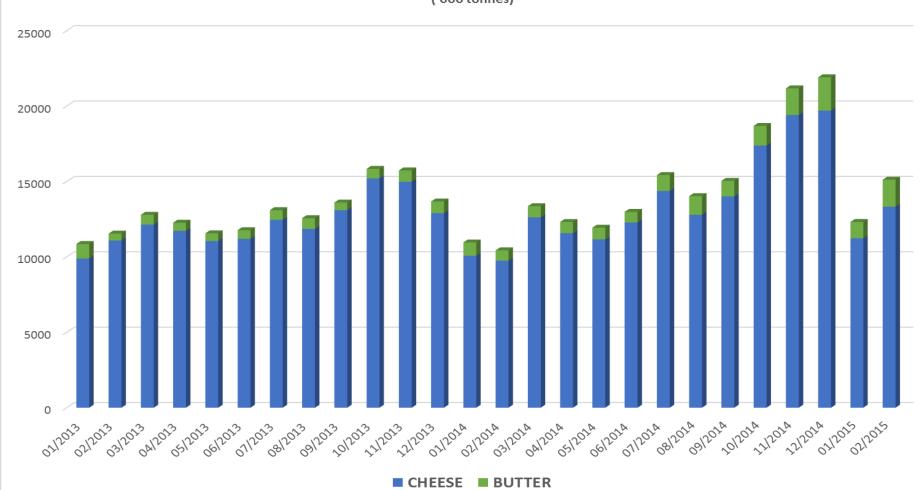




#### **US Imports**









#### **Global Demand**



- > China: uncertainty; slowly coming back to normal
- Russian imports affected by embargo
- ➤ Other key regions (S-E Asia, Northern Africa, Middle East, Latin America): quiet market, not much activity
- ➤ US: demand still very healthy



#### Outline



- Global Supply
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#### **Global Stocks**



#### We hear:

- > EU: SMP stocks slightly higher than in Q1 2014
- > USA: slightly higher than a year ago for all products (SMP, cheese, whey, butter)
- ➤ Oceania: close to normal, somewhat higher for most products in Q1 2015 vs 2014, in particular WMP
- > Latin America: stocks low



#### Outline



- Global Supply
- Global Exports
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#### **Conclusions**



- > Slow down of milk production growth in Q1
- > Relatively quiet market
- Buyers are holding off in hope of higher EU milk production (which may not materialise)
- Modest production growth in EU at current prices, product price returns are not there to maintain output
- Weather impact





# Thank You

<u>Sources used in presentation</u>: GTIS, EU Commission, USDA, Dairy Australia, DCANZ, Fonterra, Clal, Inale

Eucolait
<a href="https://www.eucolait.eu">www.eucolait.eu</a>
info@eucolait.eu

#### **ANNEX 4**

# MILK AND DAIRY PRODUCTS RETAIL SALES IN EU COUNTRIES

**EuroCommerce** 





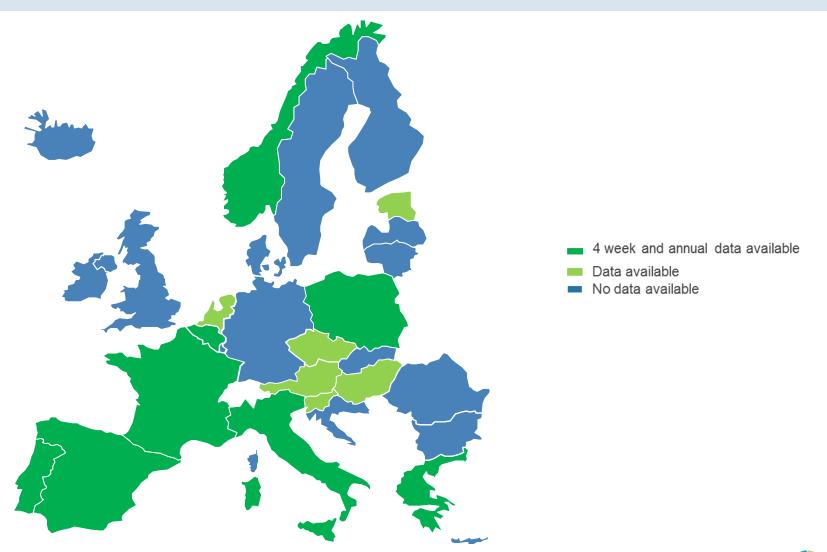


# MILK AND DAIRY PRODUCTS RETAIL SALES IN EU COUNTRIES

29 April 2015

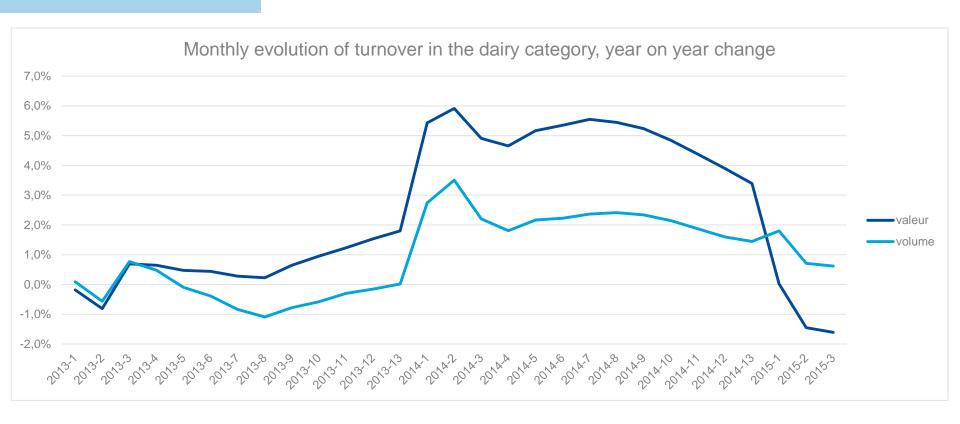


# Data collection - data coverage





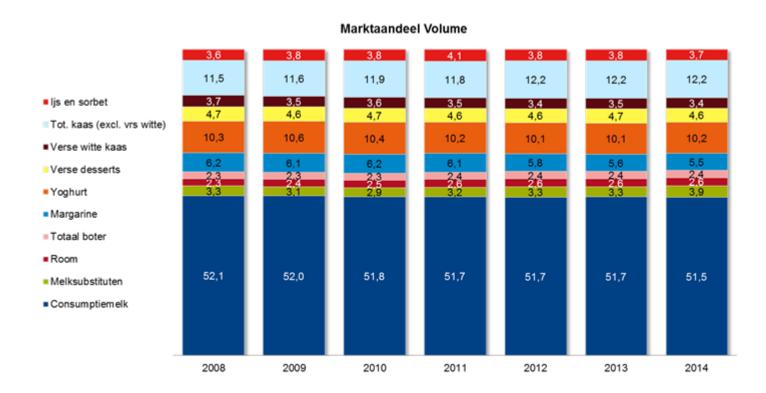
Country: Belgium Period: 2013-2015



Source: Nielsen, GfK, VLAM



Country: Belgium Period: 2008-2014



Source: Nielsen, GfK, VLAM



**Country**: France

**Period:** weeks 9-12, March 2014-2015

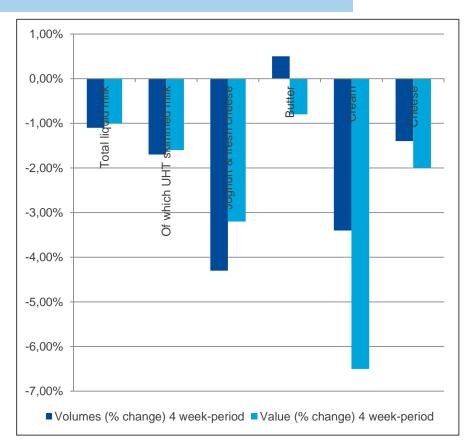
Product category	Volumes (% change) 4 week-period	Volumes (% change) Year on year	Value (% change) 4 week-period	Value (% change) Year on year
Total liquid milk	-1,1%	-3 %	-1%	-0,5%
- Of which UHT skimmed milk	-1,7%	-3,8%	-1,6%	-1,3 %
Joghurt & fresh cheese	-4,3%	-2,3 %	-3,2%	1,1%
Butter	0,5%	2,8 %	-0,8%	2,3 %
Cream	-3,4%	0,5 %	-6,5%	1 %
Fresh desert	NO data	NO data	NO data	NO data
Cheese	-1,4%	-0,5 %	-2%	1 %

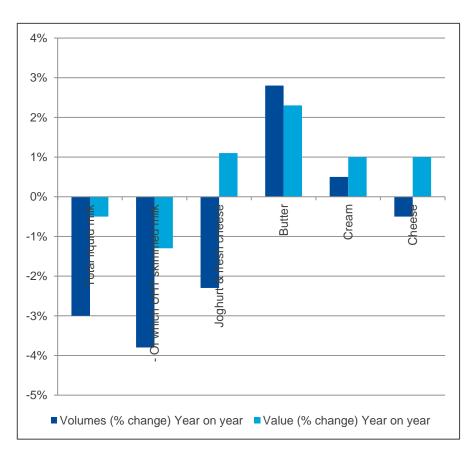
Source: Panel Kantar Worldpanel via FranceAgriMer



Country: France

Period: weeks 9-12, March 2014-2015









**Country**: Greece

**Period:** Year on Year 14: 30/12/13 – 28/12/14

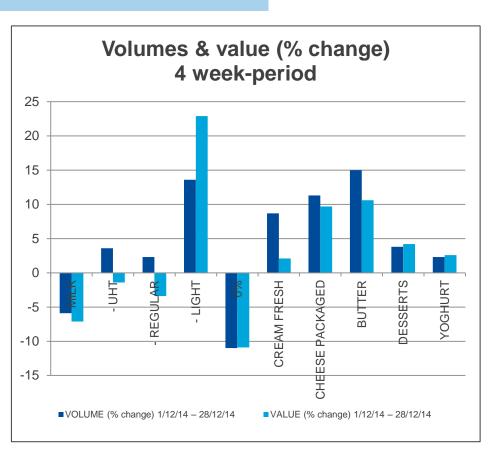
4 week-period 14: 1/12/14 - 28/12/14

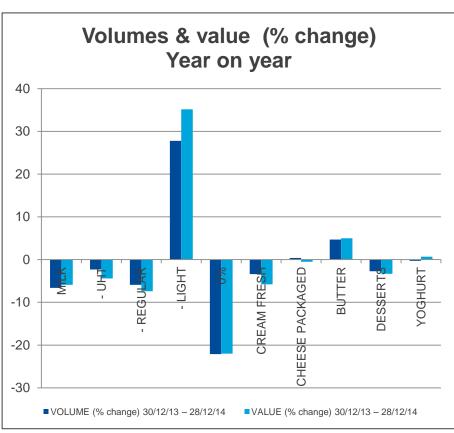
Product category	Volumes (% change) Year on year	Volumes (% change) 4 week-period	Value (% change) Year on year	Value (% change) 4 week-period
Milk	-6,6	-5,9	-5,9	-7,1
- uht	-2,3	3,6	-4,4	-1,4
- regular	-5,9	2,3	-7,4	-3,4
- light	27,8	13,6	35,2	22,9
- 0%	-22,1	-11,0	-22,0	-10,9
Cream fresh	-3,4	8,7	-5,8	2,1
Cheese packaged	0,4	11,3	-0,5	9,7
Butter	4,7	15,0	5,0	10,6
Desserts	-2,7	3,8	-3,3	4,2
Yoghurt	-0,3	2,3	0,7	2,6



**Country**: Greece

Period: Dec 2013 - Dec 2014









**Country**: Italy

**Period:** year to date (29/03/2015)

Product category	Volumes (% change) Year on year	Volumes (% change) 4 week-period	Value (% change) Year on year	Value (% change) 4 week-period
Fresh milk	-7,20%	-8,50%	-7,40%	-7,30%
UHT milk	-2,70%	-1,80%	-3,00%	0,00%
Joghurt	-4,40%	-2,70%	-5,00%	-2,30%
Fresh cheese	-1,90%	-1,30%	-2,20%	-1,30%
Butter	0,10%	-0,60%	-5,00%	-1,20%
UHT Cream	-1,70%	1,80%	-0,60%	2,60%
Fresh desert	0,00%	-0,70%	0,70%	-0,30%
Cheese <sup>1</sup>	0,30%	-0,20%	0,00%	0,10%
Cheese <sup>2</sup>	-10,00%	-2,00%	-5,00%	-0,70%

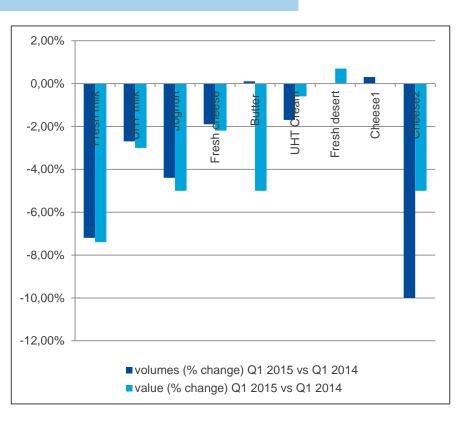
<sup>1)</sup> Peso imposto

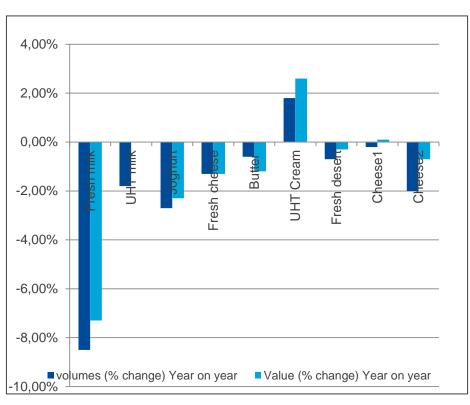


<sup>2)</sup> Peso variabile (universo iper+super) => source: Nielsen (Totale Negozio Analisi Area Comparto Famiglia) Source: Nielsen (Market Track - Totale Italia)

**Country**: Italy

**Period:** year to date (29/03/2015)







<sup>1)</sup> Peso imposto

<sup>2)</sup> Peso variabile (universo iper+super) => source: Nielsen (Totale Negozio Analisi Area Comparto Famiglia) Source: Nielsen (Market Track - Totale Italia)

**Country**: Poland

Period: Dec 2014; Feb-Jan

2014

Product category	Volumes (% change) 4 week- period	Volumes (% change) Year on year	Value (% change) 4 week- period	Value (% change) Year on year
Total liquid milk	1%	5%	- 0,8%	- 20%
- Of which UHT skimmed milk	0,1%	7%	0,0%	- 0,1%
Joghurt & fresh cheese	5,5%	3,4%	- 0,4%	- 3,5%
Butter	4%	7%	- 5%	- 29%
Cream	3%	5,4%	- 1,8%	6%
Fresh desert	No data			
Cheese	7%	9%	- 0,3%	- 4,5%

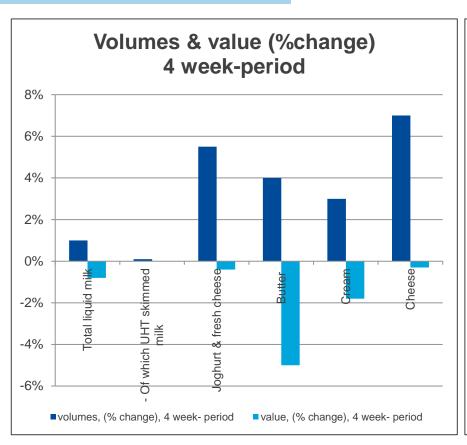
Source: Institute of Agriculture and Food Economy (IERiGŻ), National Statistical Office

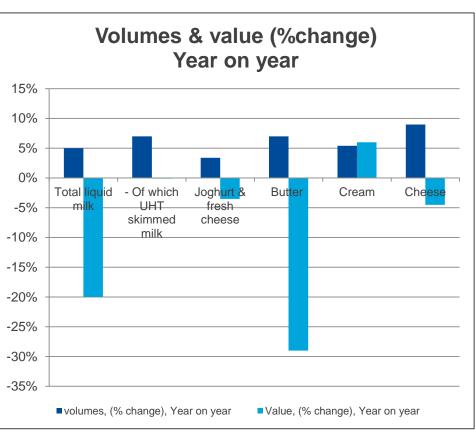


Country: Poland

Period: Dec 2014; Feb-Jan

2014







**Country**: Portugal

Period: week 9-12; year on year: 2014

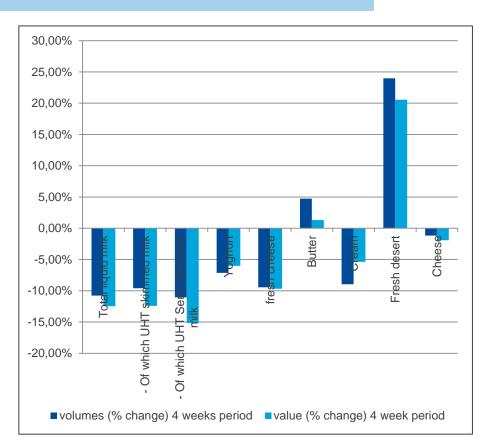
Product category	Volumes (% change) 4 week- period	Volumes (% change) Year on year	Value (% change) 4 week- period	Value (% change) Year on year
Total liquid milk	-10,77%	-6,11%	-12,45%	-2,52%
- Of which UHT skimmed milk	-9,60%	-1,78%	-12,40%	0,09%
- Of which UHT Semi skimmed milk	-11,04%	-7,27%	-15,18%	-3,31%
Yoghurt	-7,13%	-4,67%	-6,02%	-4,64%
fresh cheese	-9,45%	2,14%	-9,67%	3,21%
Butter	4,74%	-3,24%	1,30%	-2,67%
Cream	-8,95%	-1,50%	-5,38%	3,91%
Fresh desert	23,97%	3,97%	20,56%	6,03%
Cheese	-1,18%	-1,19%	-1,91%	1,42%

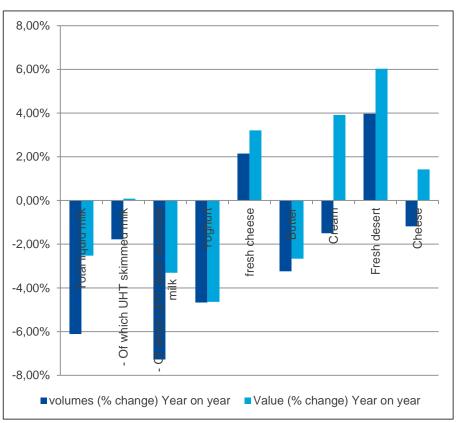
Note: Data total Portugal + Lidl Source: Nielsen Market track

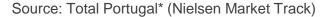


**Country**: Portugal

Period: week 9-12; year on year: 2014









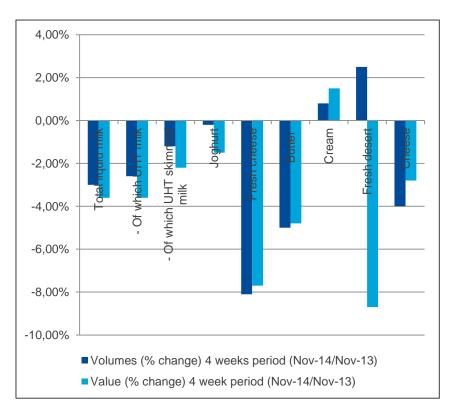
Country: Spain Period: Nov 2014

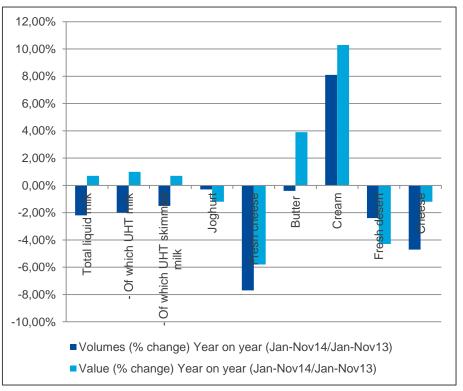
Product category	Volumes (% change) 4 weeks period (Nov-14/Nov-13)	Volumes (% change) Year on year (Jan-Nov14/Jan- Nov13)	Value (% change) 4 week period (Nov-14/Nov-13)	Value (% change) Year on year (Jan-Nov14/Jan- Nov13)
Total liquid milk	-3,0%	-2,2%	-3,6%	0,7%
- Of which UHT milk	-2,6%	-2,0%	-3,6%	1,0%
- Of which UHT skimmed milk	-1,2%	-1,5%	-2,2%	0,7%
Joghurt	-0,2%	-0,3%	-1,5%	-1,2%
Fresh cheese	-8,1%	-7,7%	-7,7%	-5,8%
Butter	-5,0%	-0,4%	-4,8%	3,9%
Cream	0,8%	8,1%	1,5%	10,3%
Fresh desert	2,5%	-2,4%	-8,7%	-4,3%
Cheese	-4,0%	-4,7%	-2,8%	-1,2%

Source: Spanish Ministry of Agriculture (Last official data available: November 2014)



**Country**: Spain **Period**: Nov 2014







Country: Sweden

**Period:** 4 weeks ending W52 2014 and moving annual total W52

2014

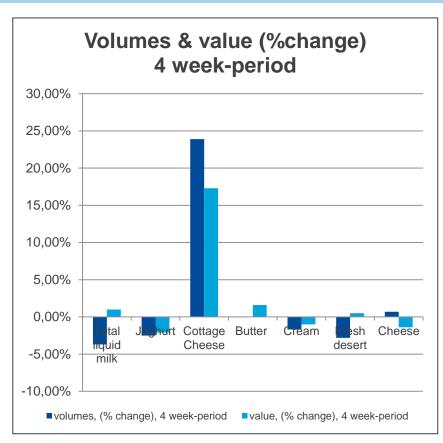
Product category	Volumes (% change) 4 week-period	Volumes (% change) Year on year	Value (% change) 4 week-period	Value (% change) Year on year
Total liquid milk	-3,7%	-1,8%	+1,0%	+4,7%
- Of which UHT skimmed milk	NA	NA	NA	NA
Joghurt	-2,5%	-3,1%	-2,1%	-0,5%
Cottage Cheese	+23,9%	+30,6%	+17,3%	+23,3%
Butter	+/-0,0%	-0,4%	+1,6%	+2,6%
Cream	-1,7%	-0,6%	-1,0%	+1,5%
Fresh desert	-2,8%	-3,7%	+0,5%	-3,0%
Cheese	+0,7%	+3,5%	-1,4%	+3,9%

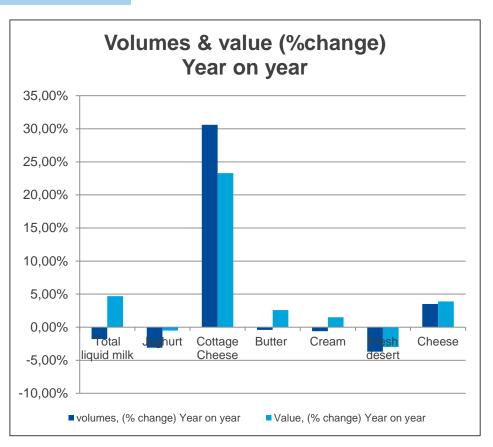


Country: Sweden

Period: 4 weeks ending W52 2014 and moving annual total W52

2014



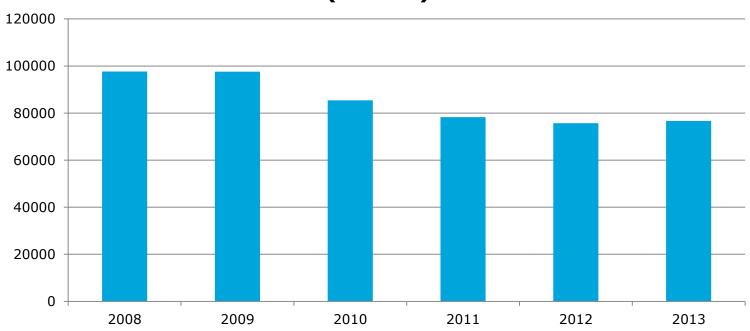






Country: Austria Period: 2008-2013

# Consumption of cow milk (in tons)

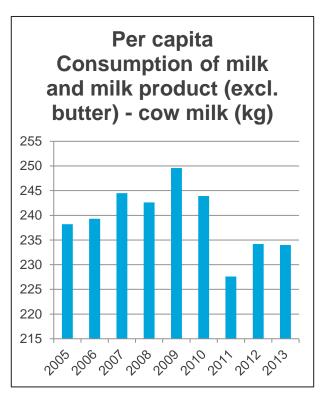


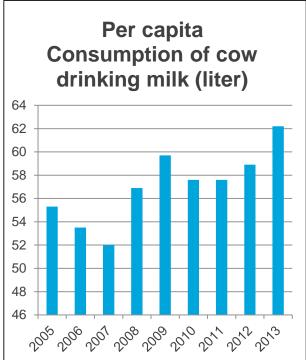
Source: Q: STATISTIK AUSTRIA, Versorgungsbilanzen. Erstellt am 29.08.2014. - 1) Am Hof. - 2) Eigenbedarf bzw. Direktverkauf.

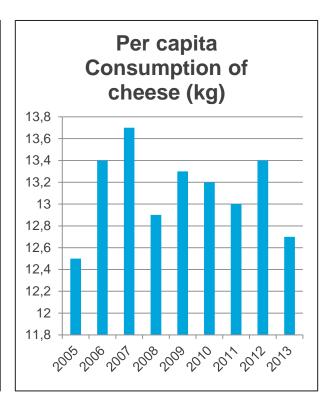


**Country**: Czech Republic

Period: 2005 -2013



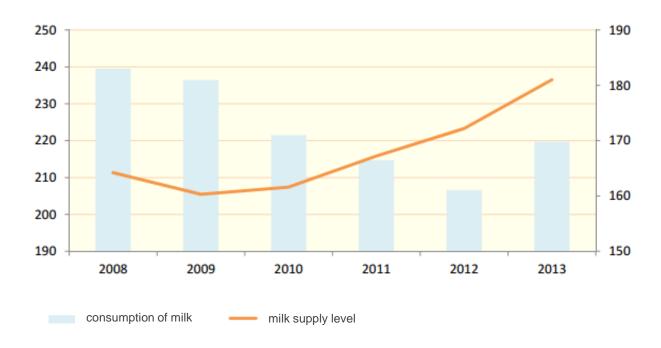






Country: Estonia Period: 2008-2013

Consumption of milk and milk supply level of 2008-2013

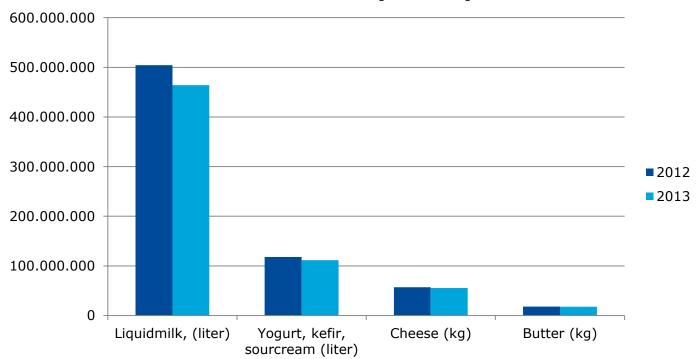


Source: TNS Emor (www,emor.ee), Statistical Office of Estonia



Country: Hungary Period: 2012 - 2013



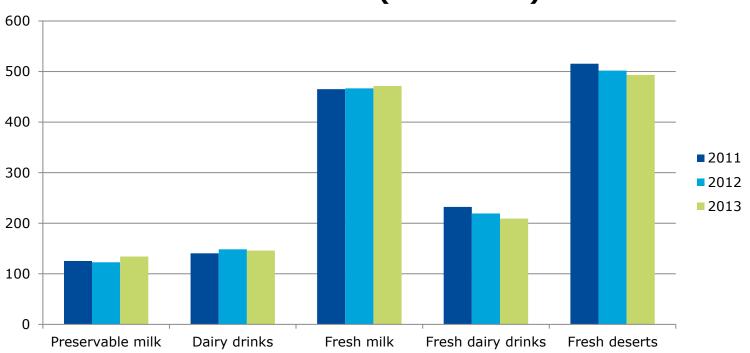




**Country**: the Netherlands

**Period:** 2011 - 2013

#### Retail sales (in mil EUR)







Country: Slovenia Period: 2000 - 2013

#### Cow milk consumption as food

Balance sheet for production and consumption cow milk (equivalent raw milk; 1.000 tons)

