



Initiative to improve the food supply chain

Market transparency

Information point

Sugar market observatory, 3 July 2018

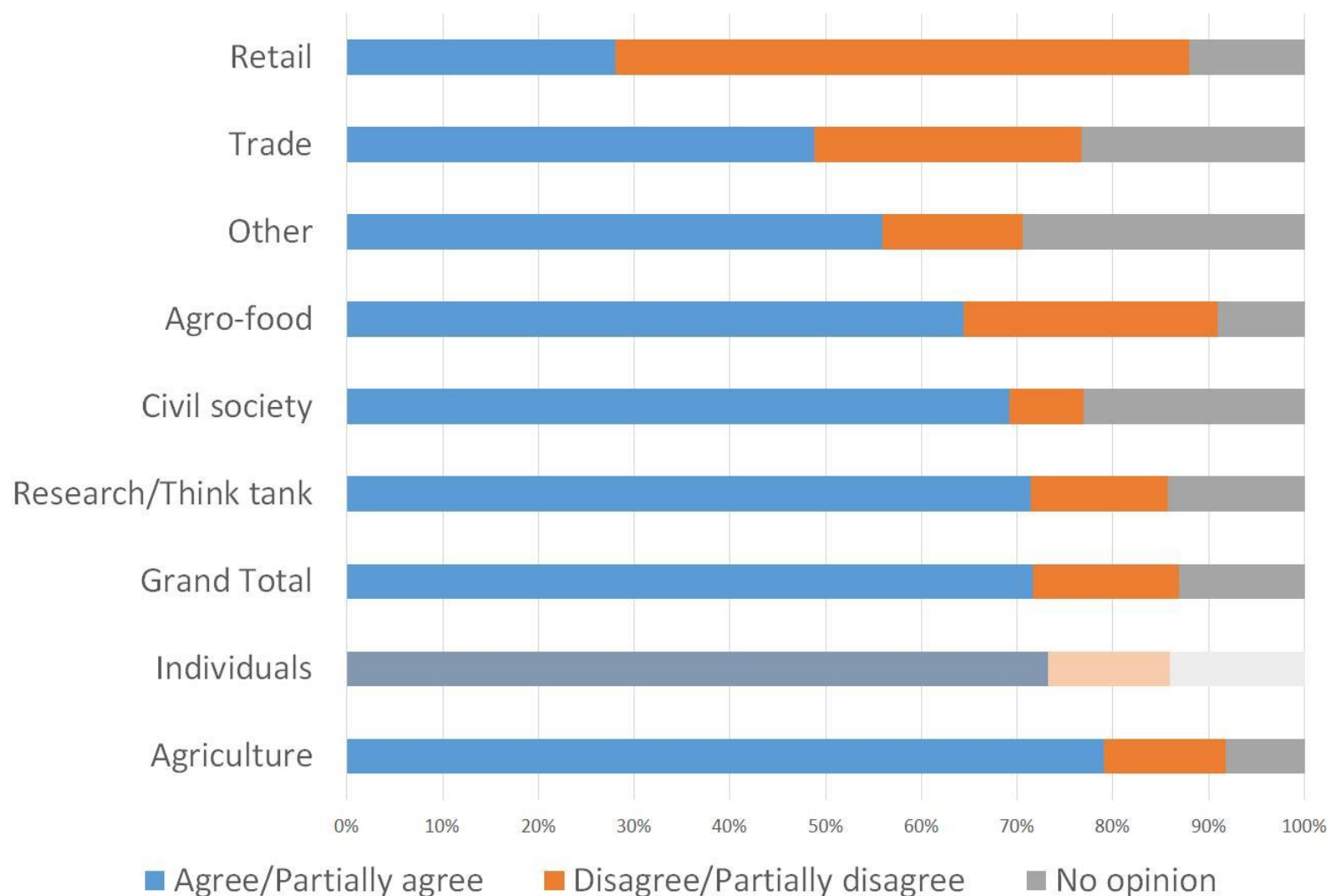
Background

- Agricultural Markets Task Force report (November 2016)
 - Producer cooperation
 - Unfair trading practices
 - Market transparency
- Council conclusions (December 2016)
- Inception impact assessment (July 2017)
- Open public consultation (August-November 2017)
- AGRI/JRC experts workshop (May 2018)

Open public consultation

- Open public consultation ran for three months (23 August to 17 November)
- Not a representative sample (self-selected)
- Covered: 1) UTPs; 2) Market transparency; 3) value-sharing agreements
- Contained multiple choice questions (quantitative) and text boxes (qualitative)

Q4. In your opinion, would further EU market transparency arrangements complementing the existing ones be useful?



OPC - Key Messages

- 72% of respondents believe further EU action on transparency useful. Of these:
 - High levels of support to improve existing systems
 - High levels of support for mandatory price reporting in the FSC at all stages of the FSC
 - (except ag./pt.ag. retail: support improving current systems only)
 - Key sectors: meat, dairy, F&Vs, arable crops
 - More transparency sought on: prices, production, consumption, costs, etc.
 - (except ag./pt.ag. retail: focus at processor level; focus on production info only)

Market transparency

- AGRI/JRC experts workshop (May 2018)

<https://webcast.ec.europa.eu/workshop-on-market-transparency-30th-of-may-2018>

<https://webcast.ec.europa.eu/workshop-on-market-transparency-31st-of-may-2018>

https://ec.europa.eu/info/events/market-transparency-2018-may-30_en

Market transparency

Next steps:

- MSs & Stakeholder workshop (11 September 2018)
- Stakeholder questionnaire (end July-end September)

Market transparency - questionnaire

- Is lack of market transparency an issue for you?
- What are benefits of market transparency?
- What are risks?
- Who are beneficiaries of market transparency?
- (How) should market transparency be improved?
- Which sectors should be targeted?
- Which type of data should be collected?
- At what levels should the data be collected?
- Who should report the data?
- What are your administrative costs for collecting data?
- Etc.

Market transparency

Competition concerns

REGULATION (EU) 2017/1185

*Article 4 - **Protection of personal data***

"3. Where information notified to the Commission is obtained from less than three operators, or where information from a single operator accounts for more than 70 % of the quantum of such information notified, the Member State concerned shall signal this to the Commission when notifying the information."

Market transparency

How you can get involved

- Participate in the September 11 seminar
- Respond to the questionnaire

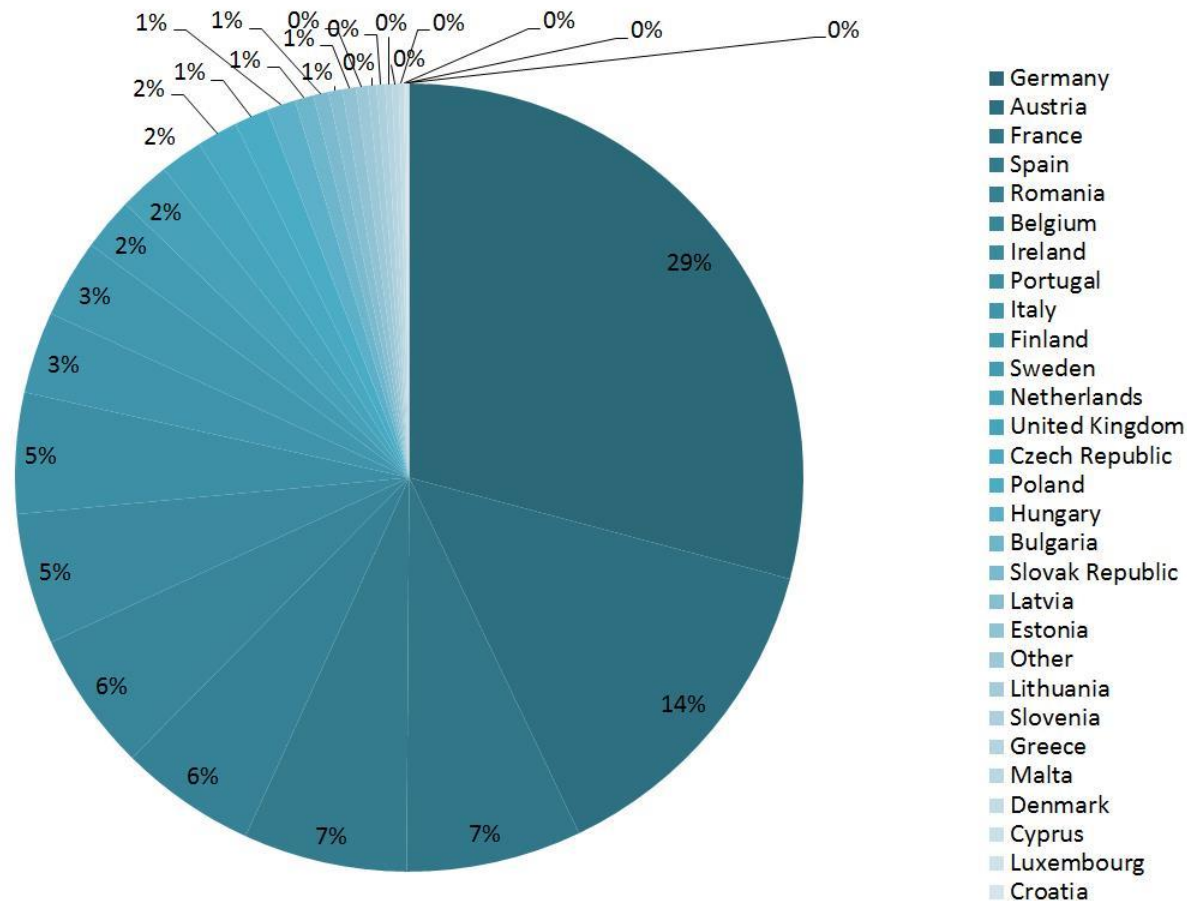


Thank you

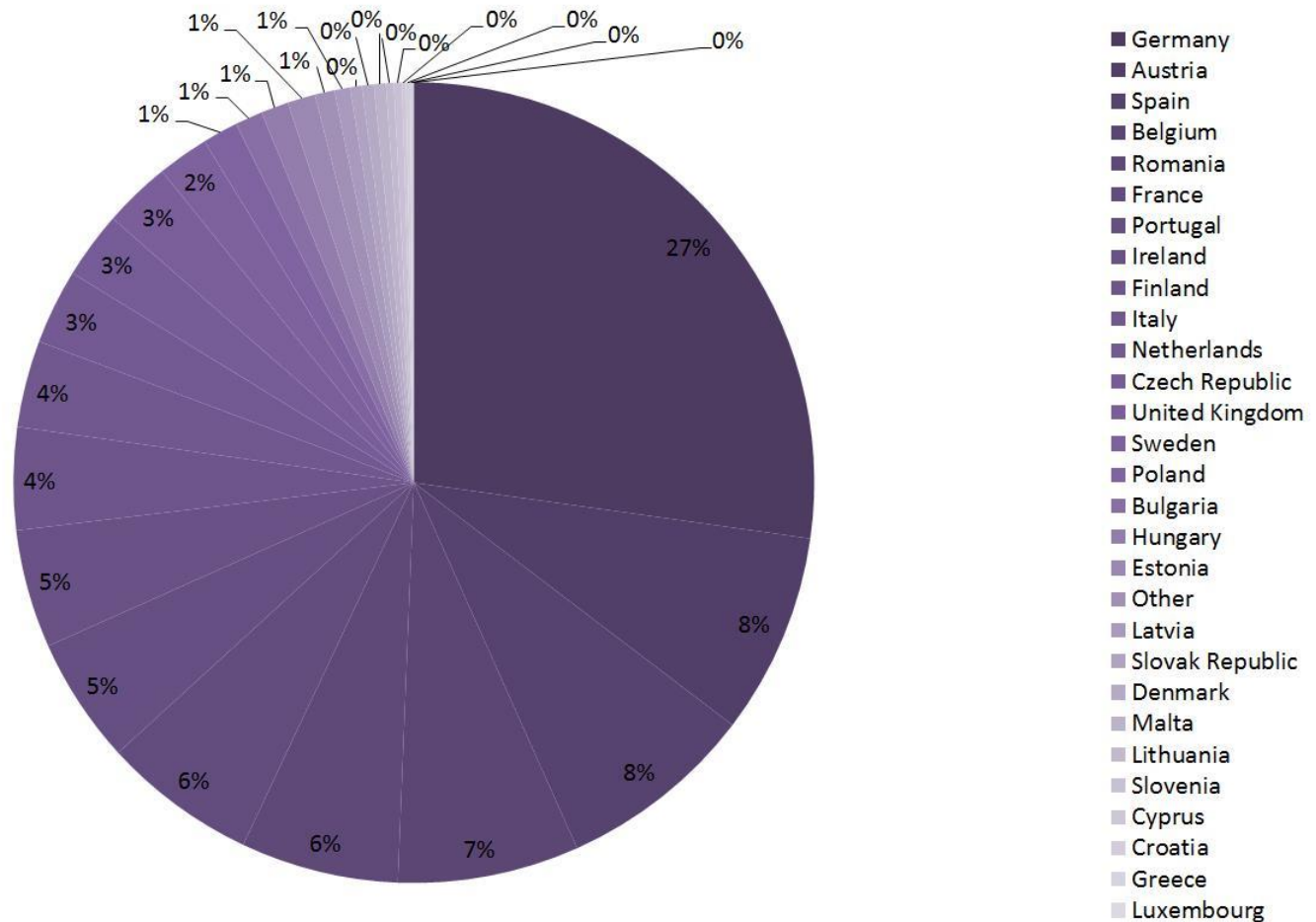
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Annex – Open public consultation

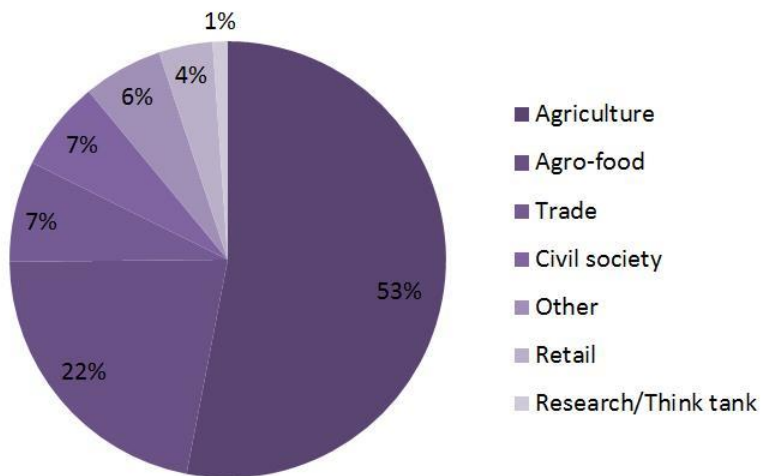
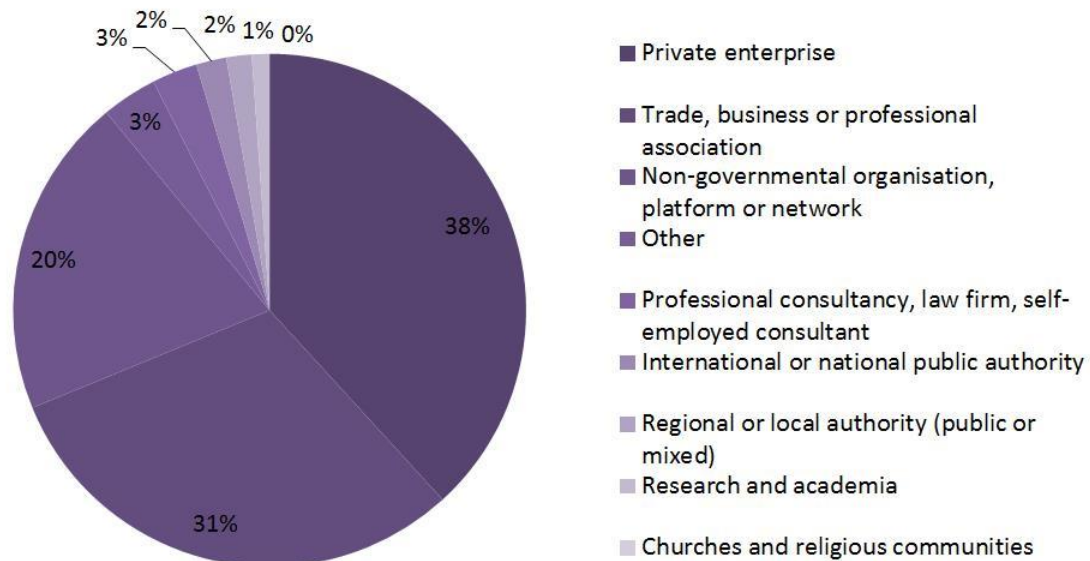
Overview of responses



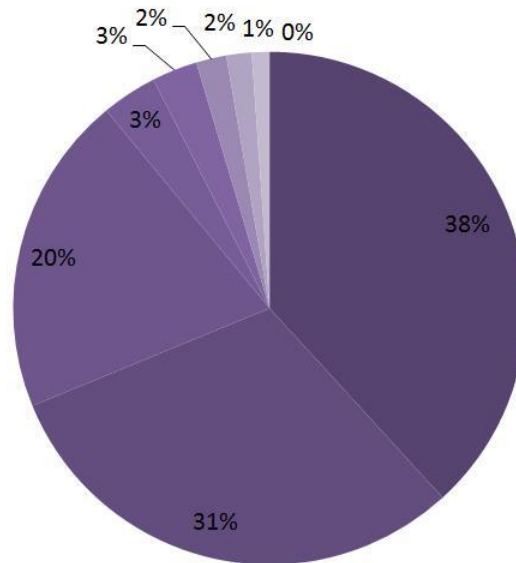
Organisations – detail (1)



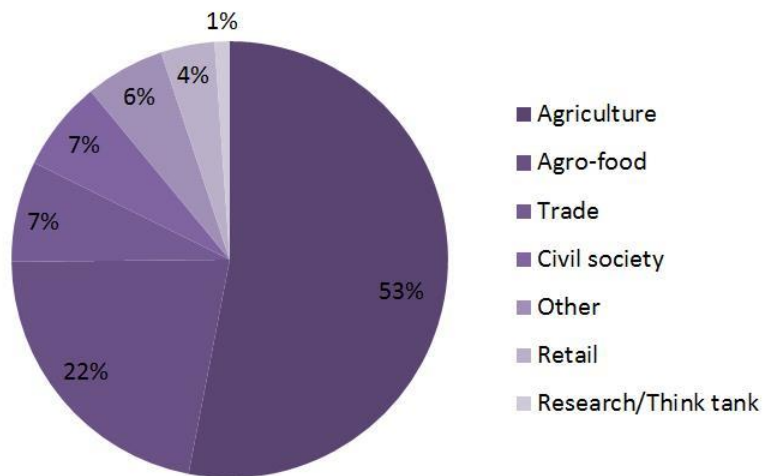
Organisations – detail (2)



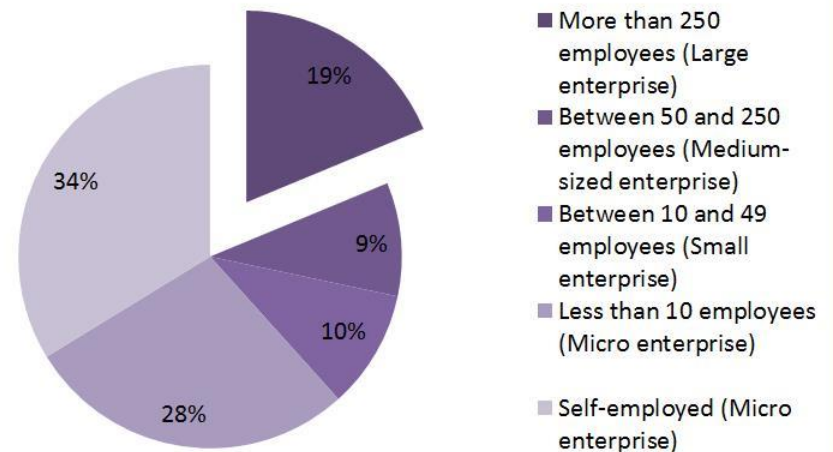
Organisations – detail (2)



- Private enterprise
- Trade, business or professional association
- Non-governmental organisation, platform or network
- Other
- Professional consultancy, law firm, self-employed consultant
- International or national public authority
- Regional or local authority (public or mixed)
- Research and academia
- Churches and religious communities

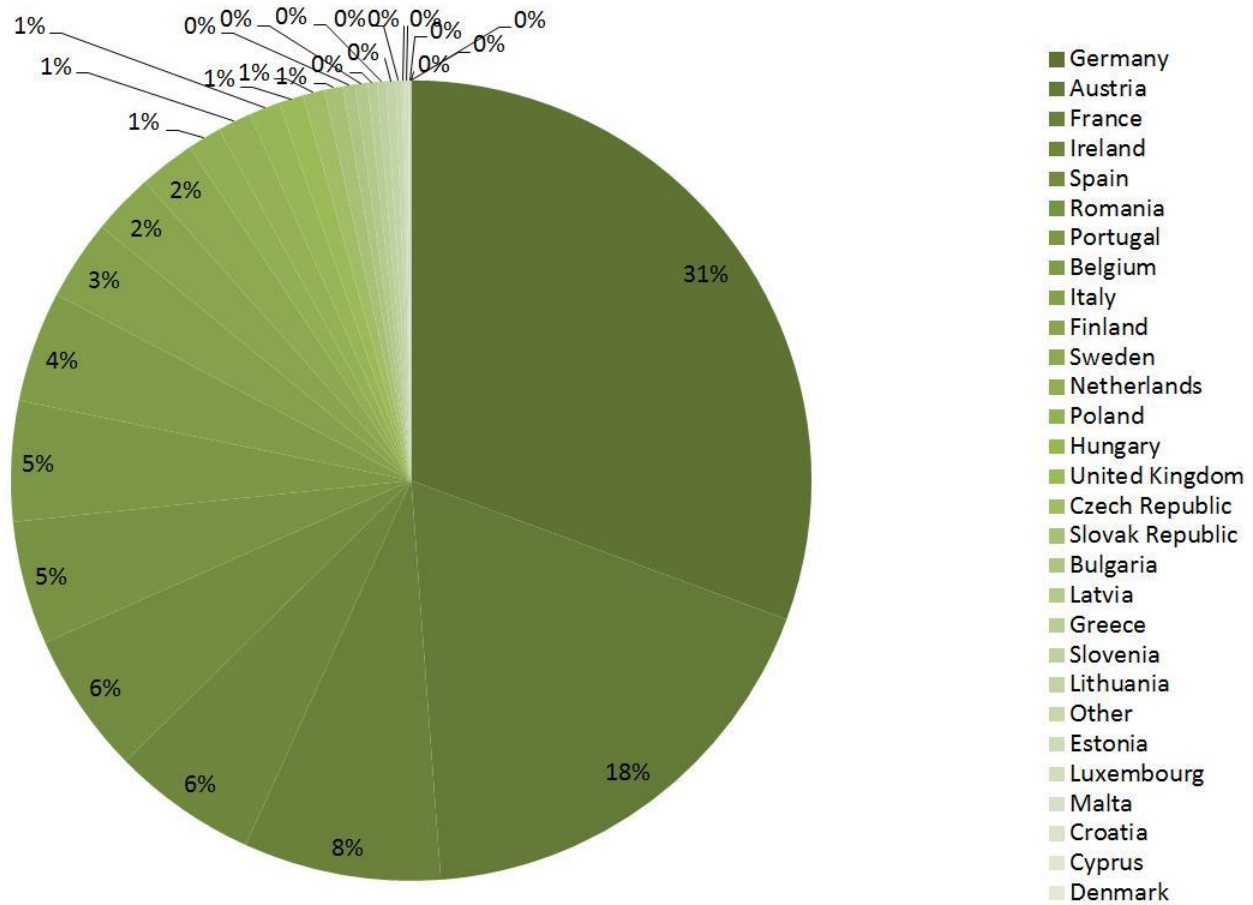


- Agriculture
- Agro-food
- Trade
- Civil society
- Other
- Retail
- Research/Think tank

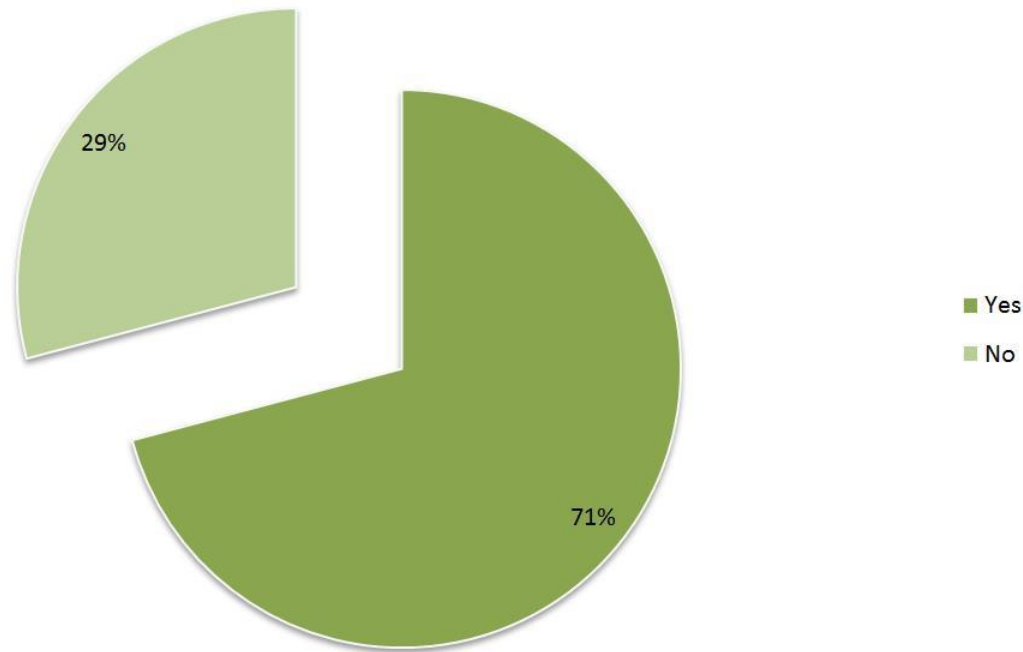


- More than 250 employees (Large enterprise)
- Between 50 and 250 employees (Medium-sized enterprise)
- Between 10 and 49 employees (Small enterprise)
- Less than 10 employees (Micro enterprise)
- Self-employed (Micro enterprise)

Individuals – detail (1)



Individuals – detail (2)



- Involved in farming? Yes = 71%
- Answers similar between the two groups

1. Does collecting and publishing information on agricultural markets at EU level bring added value?

Agree/Partially agree

Disagree/Partially disagree

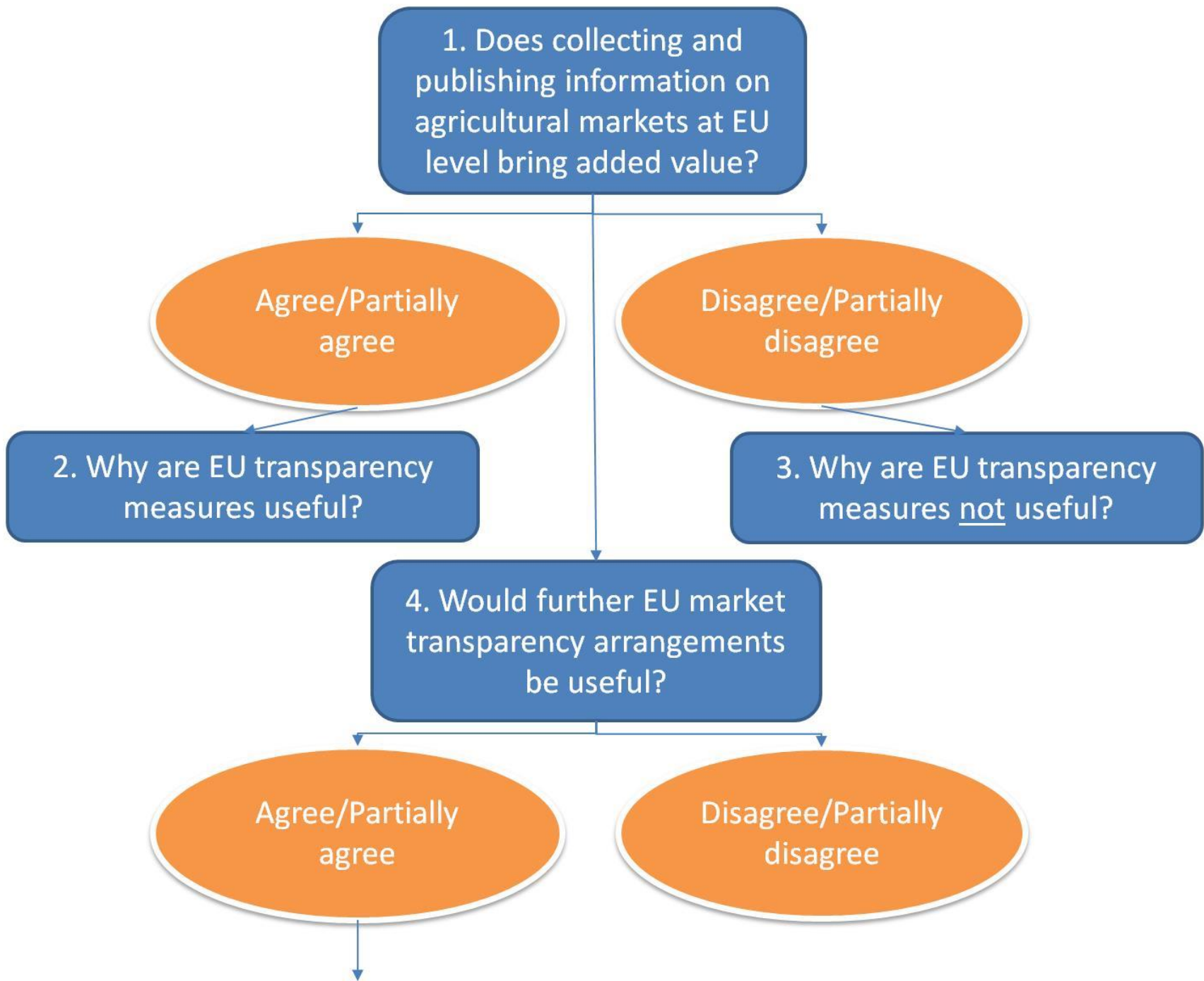
2. Why are EU transparency measures useful?

3. Why are EU transparency measures not useful?

4. Would further EU market transparency arrangements be useful?

Agree/Partially agree

Disagree/Partially disagree



5. Which of the following approaches would be best suited to enhance EU market transparency?

- * Introduce an EU-level obligation for operators along the supply chain to report on prices
- * Improve current tools, developed by the European Commission based on available data (existing EU Market Observatories and other market monitoring tools)
- * Coordinate and integrate Member States' information systems and price observatories through common platforms
- * Incentivise operators along the supply chain to develop self-managed, voluntary systems of information with public access

6. Introduce measures at EU level to increase market transparency for the following stages of the food supply chain?

- * Input industries for food production, e.g. fertilisers
- * Farming
- * Food processing
- * Trade
- * Retail
- * Consumption

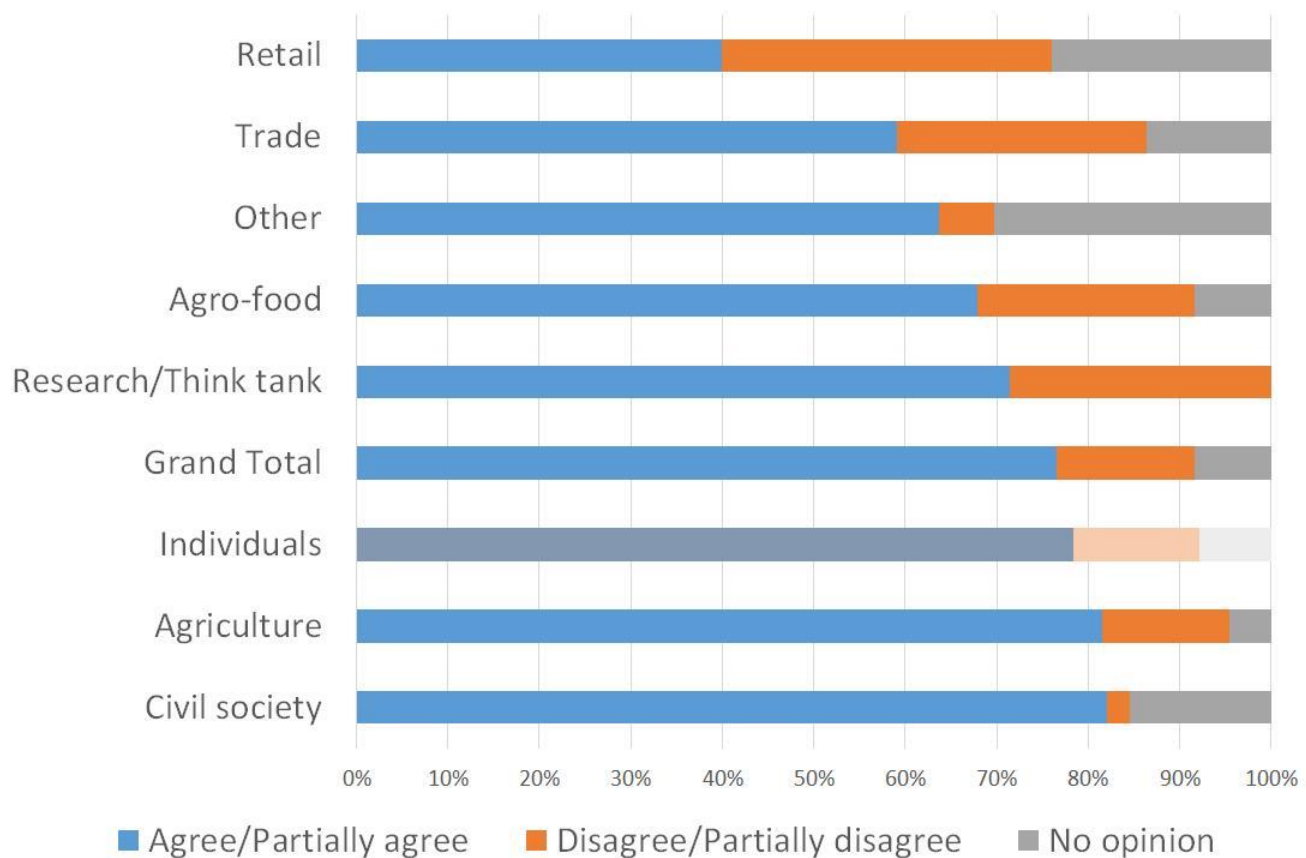
7. For which sectors would possible new measures enhancing market transparency be most useful?

- * Arable crops
- * Dairy
- * Fruits and vegetables
- * Meat
- * Olive oil
- * Other sectors
- * Wine

8. Should market transparency (duly aggregated) be increased for the following categories of market information concerning

- * Prices
- * Production
- * Stocks
- * Costs of production
- * Consumption
- * Margins
- * Others

Q1: Do you think that collecting and publishing information on agricultural markets at EU level brings added value, compared to what the national public or private systems of information collect and publish?



| | Individuals | Agriculture | Agro-food | Trade | Civil society | Retail | Research/Think tank | Other | Grand Total |
|-----------------------|-------------|-------------|-----------|-------|---------------|--------|---------------------|-------|-------------|
| Number of respondents | 787 | 330 | 131 | 44 | 39 | 25 | 7 | 33 | 1396 |

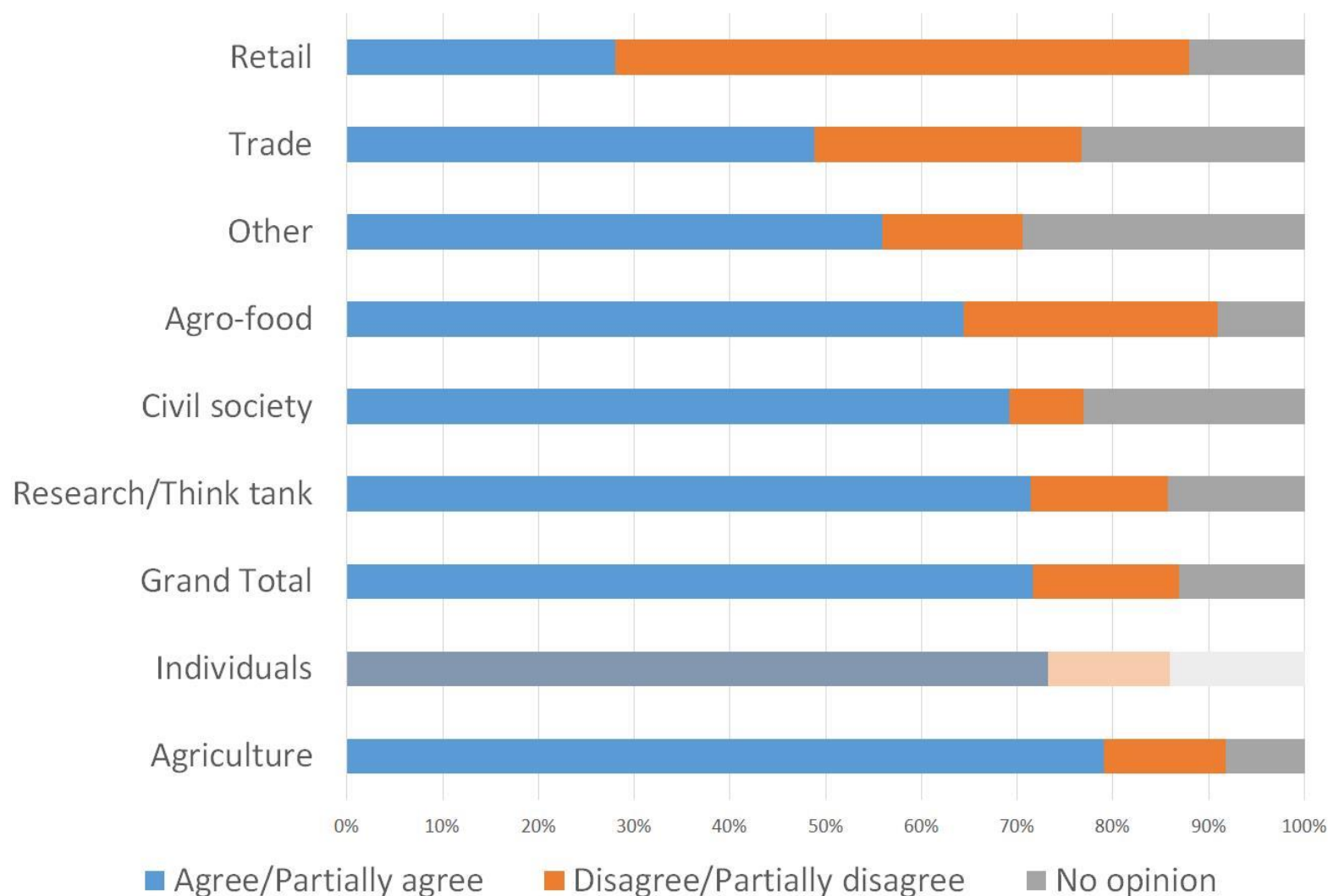
Q2. Why would an EU market transparency tool be useful?

Q3. Why are EU market transparency arrangements not useful?

| | Frequency |
|---|-----------|
| Q2. Why are EU market transparency tools useful ? | |
| They ensure greater <u>compatibility of information</u> on markets throughout the EU (data standardisation) | 707 |
| They offer more <u>complete information</u> on markets throughout the EU | 701 |
| They increase the <u>accuracy of information</u> on EU markets | 598 |
| They offer more <u>timely and regular information</u> to operators | 568 |
| They allow <u>data access through a single point</u> | 454 |
| Other | 30 |

| | Frequency |
|---|-----------|
| Q3. Why are EU market transparency arrangements not useful? | |
| They are not able to give accurate data because <u>agro-food products are not standard enough across the EU to be comparable</u> | 148 |
| They <u>risk providing competitors with too much information</u> , which could lead to uniform and higher prices for the next level in the supply chain and for consumers | 95 |
| They are <u>not cost effective</u> as it would create an extra burden on stakeholders supplying the data in terms of costs and time | 89 |
| <u>Smaller stakeholders are not using them</u> as part of their daily work | 65 |
| Other | 22 |

Q4. In your opinion, would further EU market transparency arrangements complementing the existing ones be useful?



Q5. Which of the following approaches would be best suited to enhance EU market transparency?

| <i>Agree/Partially agree</i> | Agriculture | Agro-food | Civil society | Trade | Individuals | Other | Research/Think tank | Retail | Grand Total |
|---|-------------|-----------|---------------|-------|-------------|-------|---------------------|--------|-------------|
| <u>Improve current tools</u> , developed by the European Commission based on available data. | 95% | 94% | 92% | 89% | 89% | 84% | 80% | 71% | 91% |
| <u>Coordinate and integrate Member States' information systems</u> and price observatories through common platforms | 95% | 93% | 96% | 85% | 92% | 84% | 80% | 71% | 92% |
| Introduce an <u>EU-level obligation</u> for operators along the supply chain <u>to report on prices</u> | 88% | 75% | 96% | 71% | 88% | 50% | 60% | 0% | 85% |
| <u>Incentivise</u> operators along the supply chain to develop self-managed, <u>voluntary systems of information with public access</u> | 65% | 77% | 58% | 55% | 66% | 72% | 80% | 14% | 66% |

Q6. introduce measures at EU level to increase market transparency at which stages of the food supply chain?

| <i>Agree/Partially agree</i> | Agriculture | Civil society | Individuals | Trade | Agro-food | Retail | Research/Think tank | Other | Grand Total |
|--|-------------|---------------|-------------|-------|-----------|--------|---------------------|-------|-------------|
| Input industries for food production, e.g. fertilisers | 90% | 88% | 86% | 86% | 85% | 71% | 60% | 100% | 87% |
| Farming | 89% | 88% | 84% | 86% | 87% | 43% | 100% | 95% | 86% |
| Food processing | 94% | 96% | 94% | 90% | 87% | 86% | 100% | 100% | 93% |
| Trade | 94% | 96% | 93% | 86% | 85% | 43% | 100% | 100% | 92% |
| Retail | 91% | 96% | 92% | 90% | 87% | 43% | 80% | 100% | 91% |
| Consumption | 87% | 92% | 86% | 95% | 86% | 67% | 60% | 89% | 87% |

Q7. For which sectors would possible new measures enhancing market transparency be most useful?

| | Frequency |
|-----------------------|-----------|
| Meat | 820 |
| Dairy | 778 |
| Fruits and vegetables | 705 |
| Arable crops | 605 |
| Wine | 314 |
| Olive oil | 289 |
| Other sectors | 129 |

Q8. Should market transparency be increased for these elements?

| | Agree/Partially agree | Individuals | Agriculture | Agro-food | Civil society | Research/Think tank | Retail | Trade | Other | Grand Total |
|---------------------|-----------------------|-------------|-------------|-----------|---------------|---------------------|--------|-------|-------|-------------|
| Prices | | 96% | 96% | 87% | 100% | 75% | 0% | 90% | 94% | 95% |
| Production | | 94% | 92% | 89% | 96% | 100% | 83% | 95% | 94% | 93% |
| Stocks | | 88% | 86% | 78% | 92% | 75% | 67% | 85% | 69% | 86% |
| Costs of production | | 87% | 89% | 77% | 96% | 75% | 33% | 86% | 65% | 86% |
| Consumption | | 90% | 91% | 89% | 96% | 75% | 67% | 95% | 82% | 90% |
| Margins | | 83% | 89% | 70% | 96% | 75% | 17% | 75% | 53% | 83% |