



Initiative to improve the food supply chain

Market transparency

Information point

Sugar market observatory, 3 July 2018

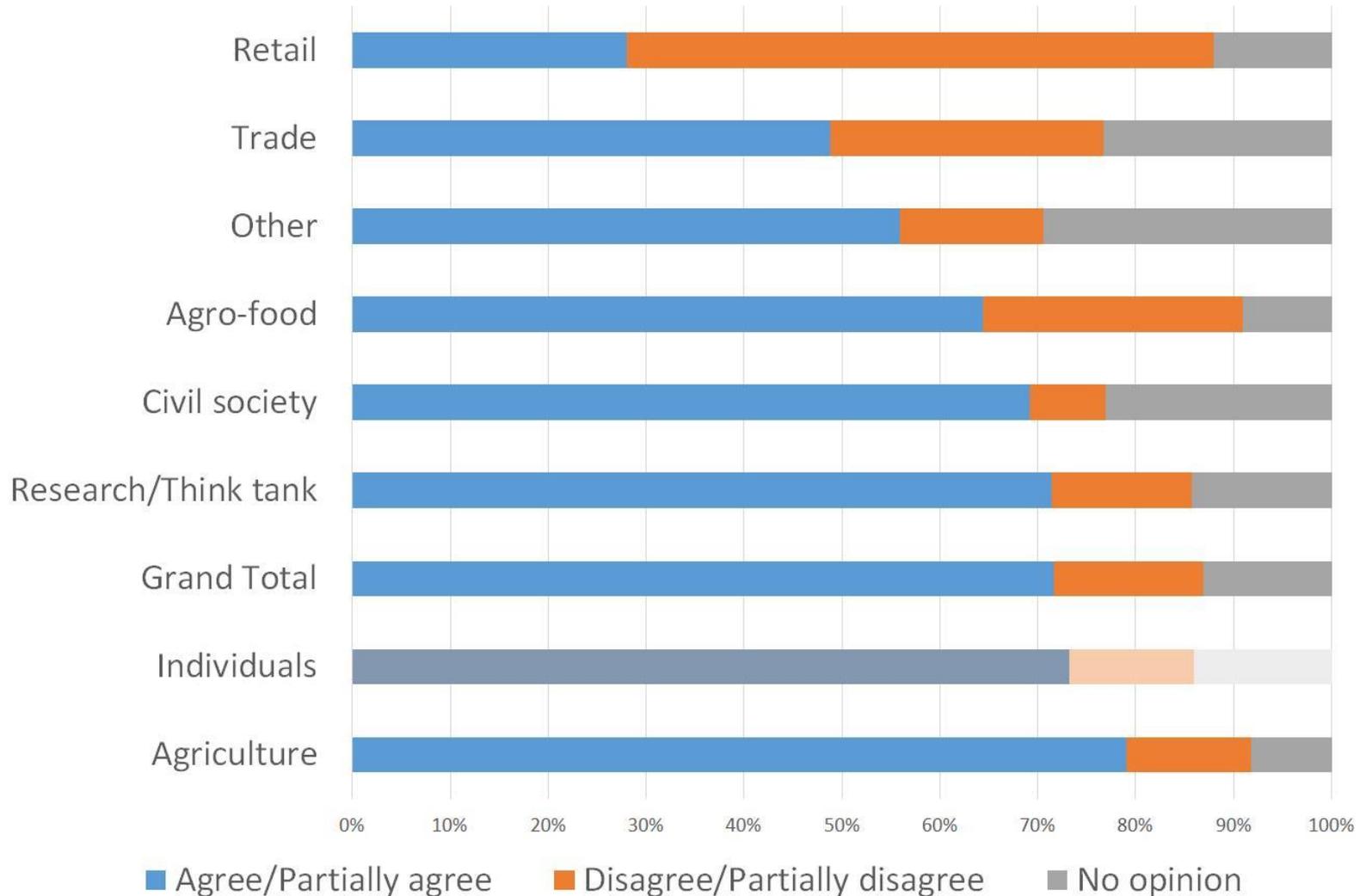
Background

- 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

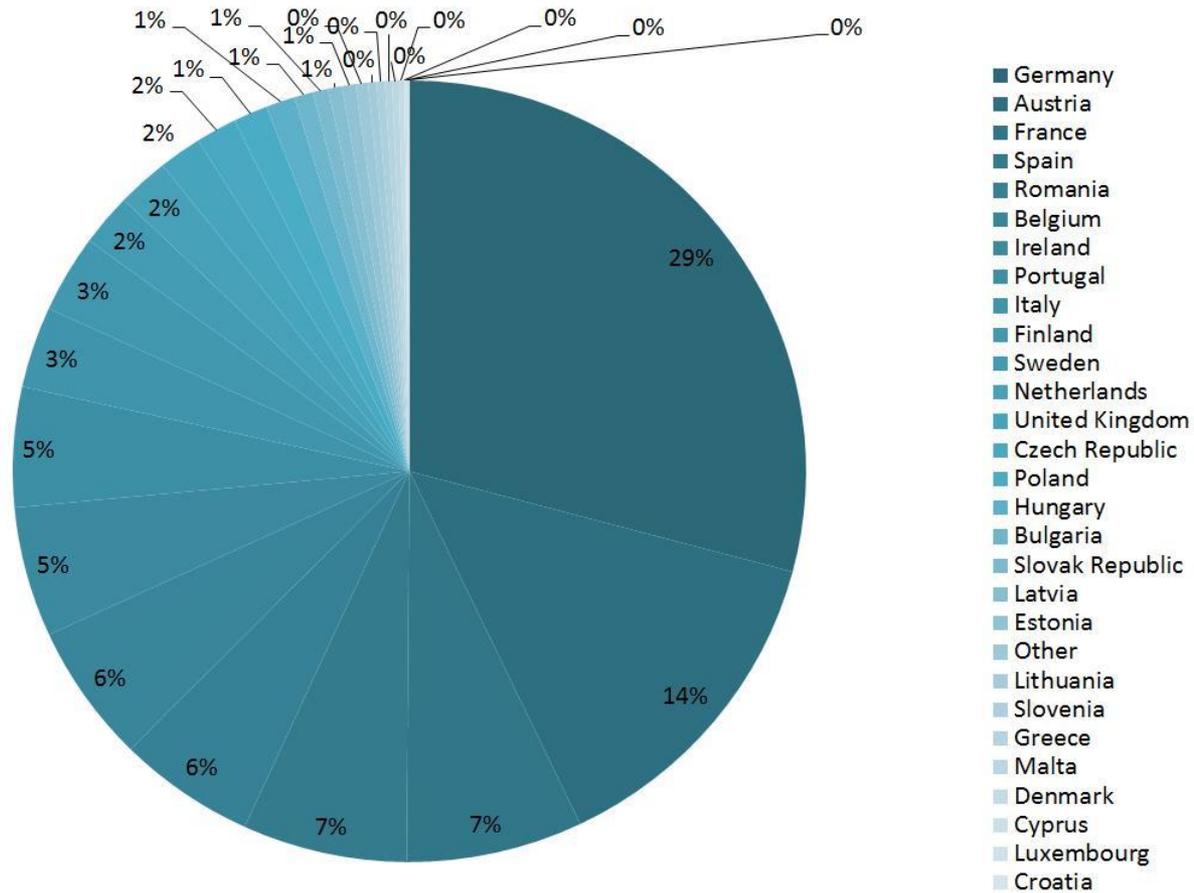


Thank you

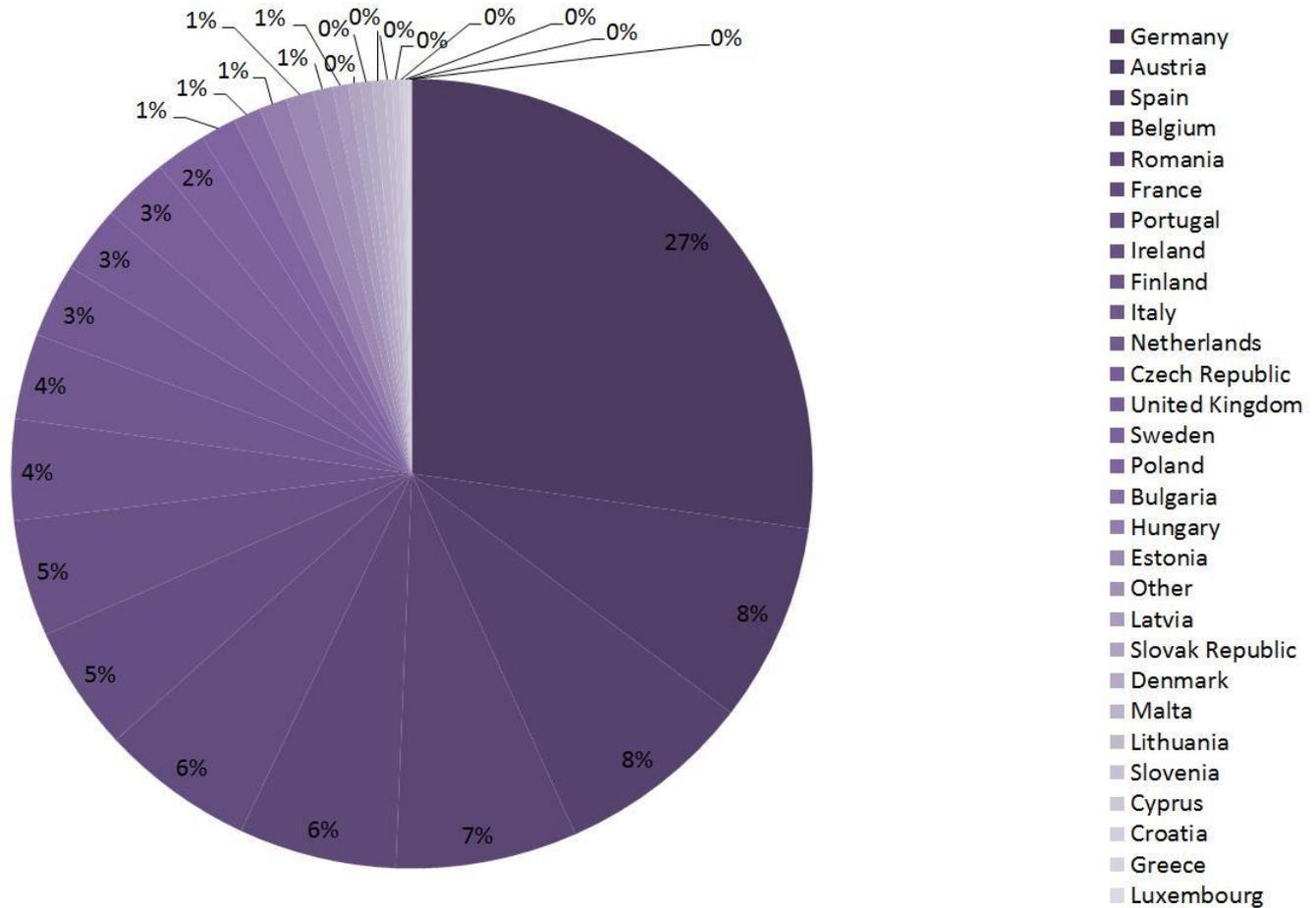
marcelo.lima@ec.europa.eu

Annex – Open public consultation

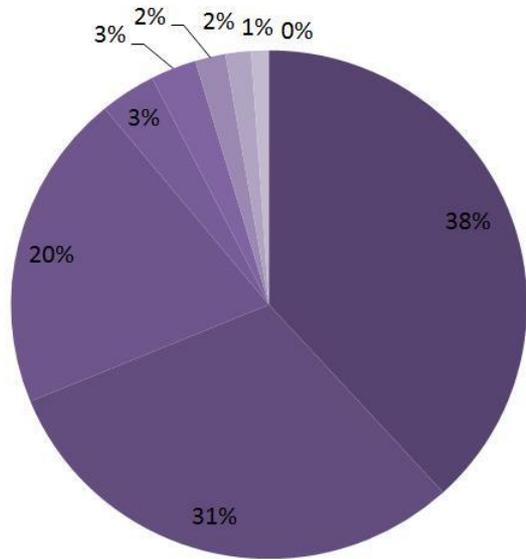
Overview of responses



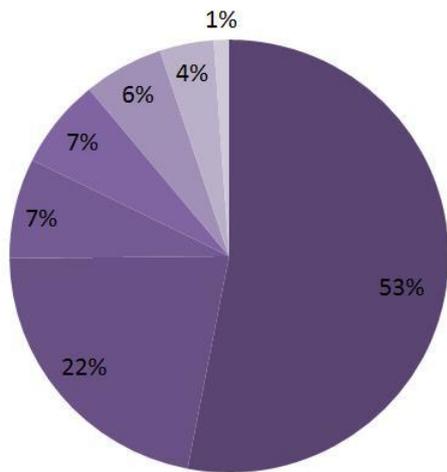
Organisations – detail (1)



Organisations – detail (2)

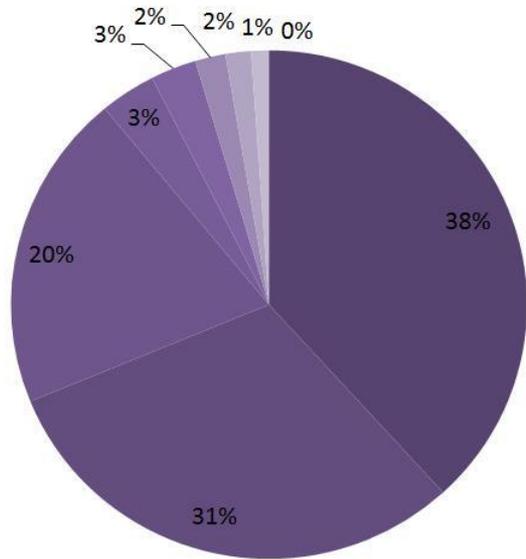


- Private enterprise
- Trade, business or professional association
- Non-governmental organisation, platform or network
- Other
- Professional consultancy, law firm, self-employed consultant
- International or national public authority
- Regional or local authority (public or mixed)
- Research and academia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

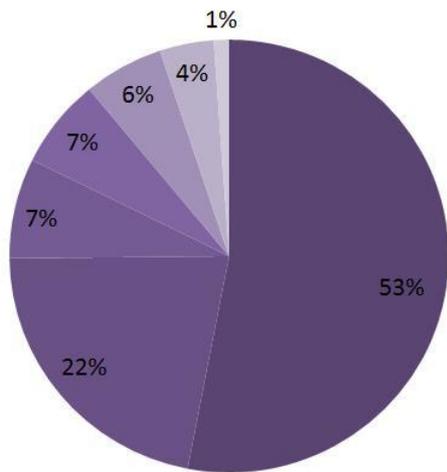


- Agriculture
- Agro-food
- Trade
- Civil society
- Other
- Retail
- Research/Think tank

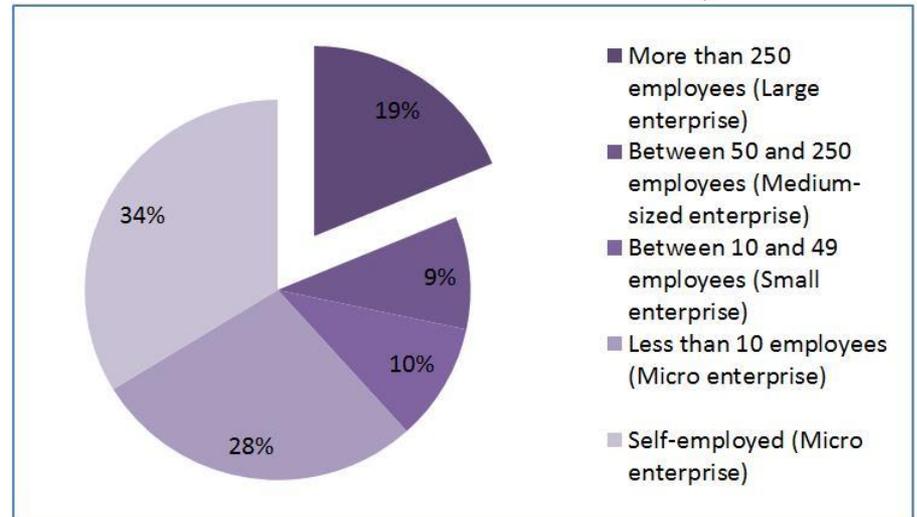
Organisations – detail (2)



- Private enterprise
- Trade, business or professional association
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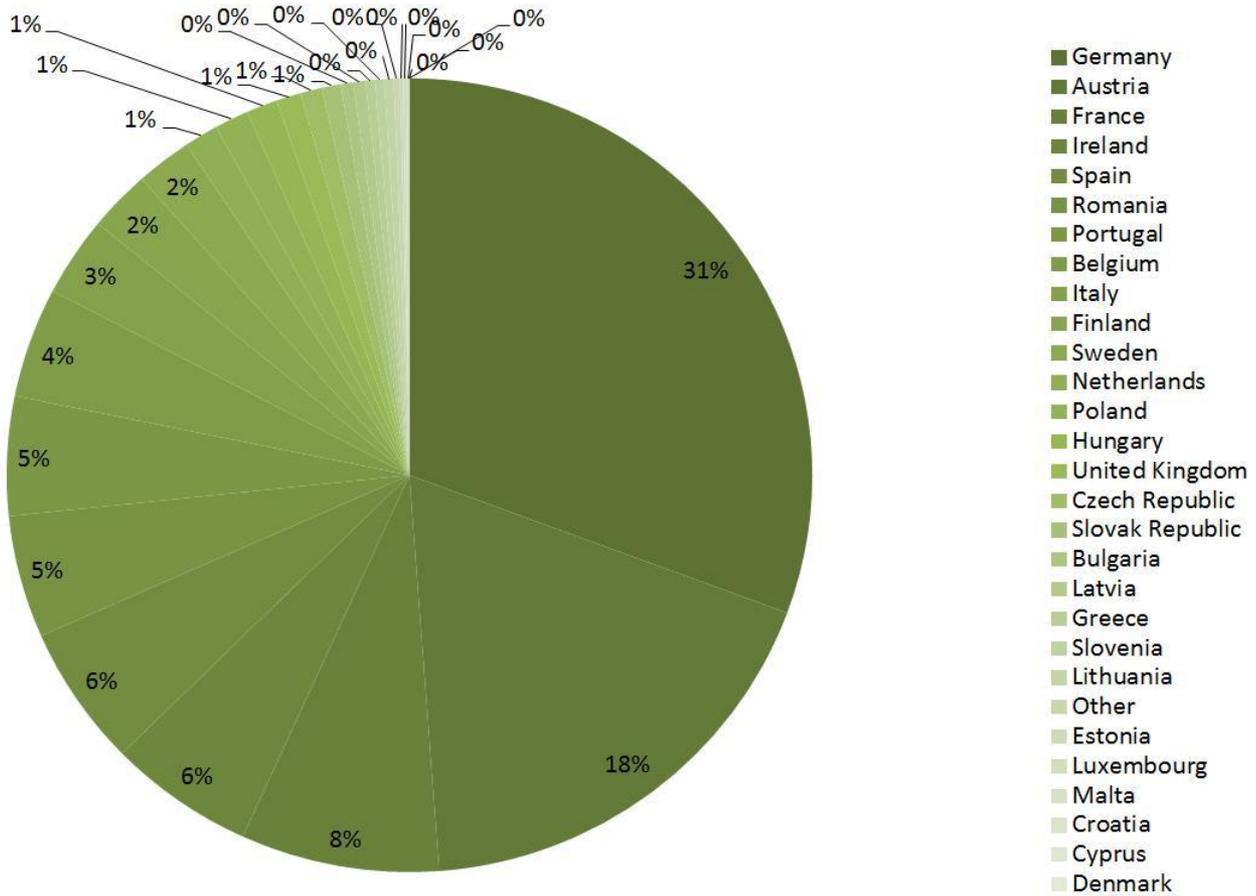


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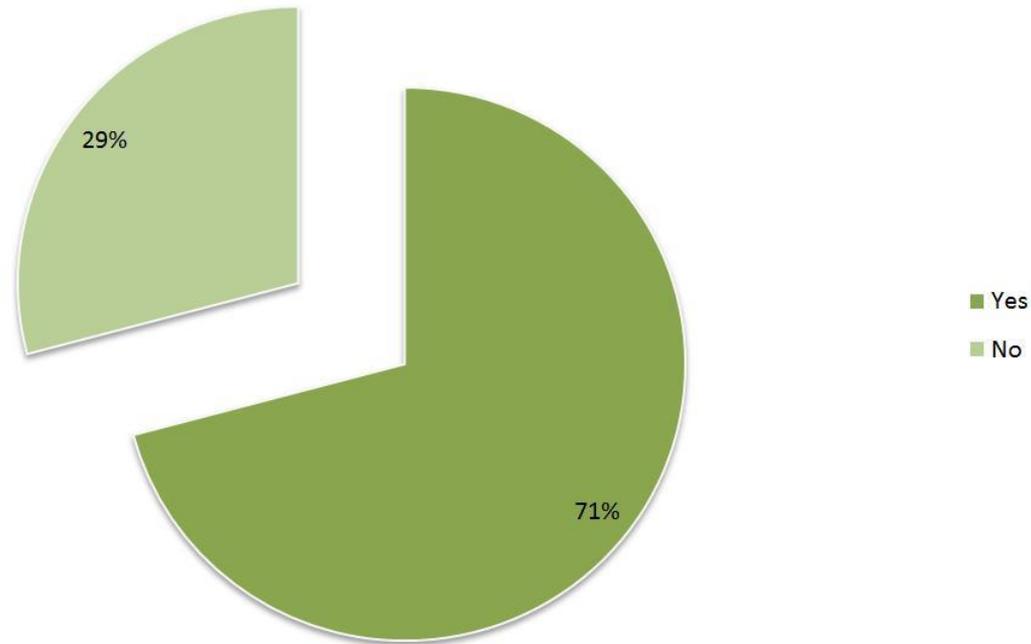


- More than 250 employees (Large enterprise)
- Between 50 and 250 employees (Medium-sized enterprise)
- Between 10 and 49 employees (Small enterprise)
- Less than 10 employees (Micro enterprise)
- Self-employed (Micro enterprise)

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

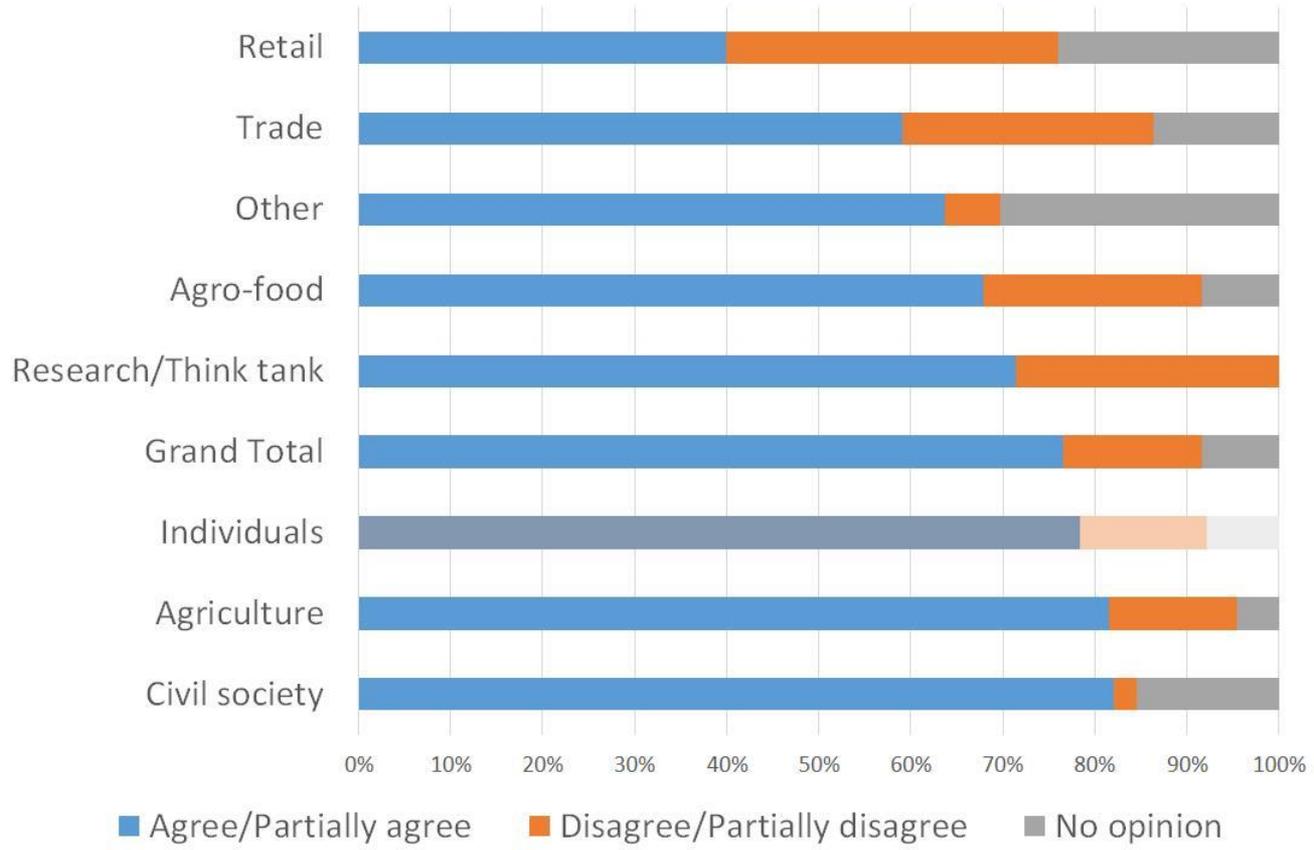
7. For which sectors would possible new measures enhancing market transparency be most useful?

- * 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

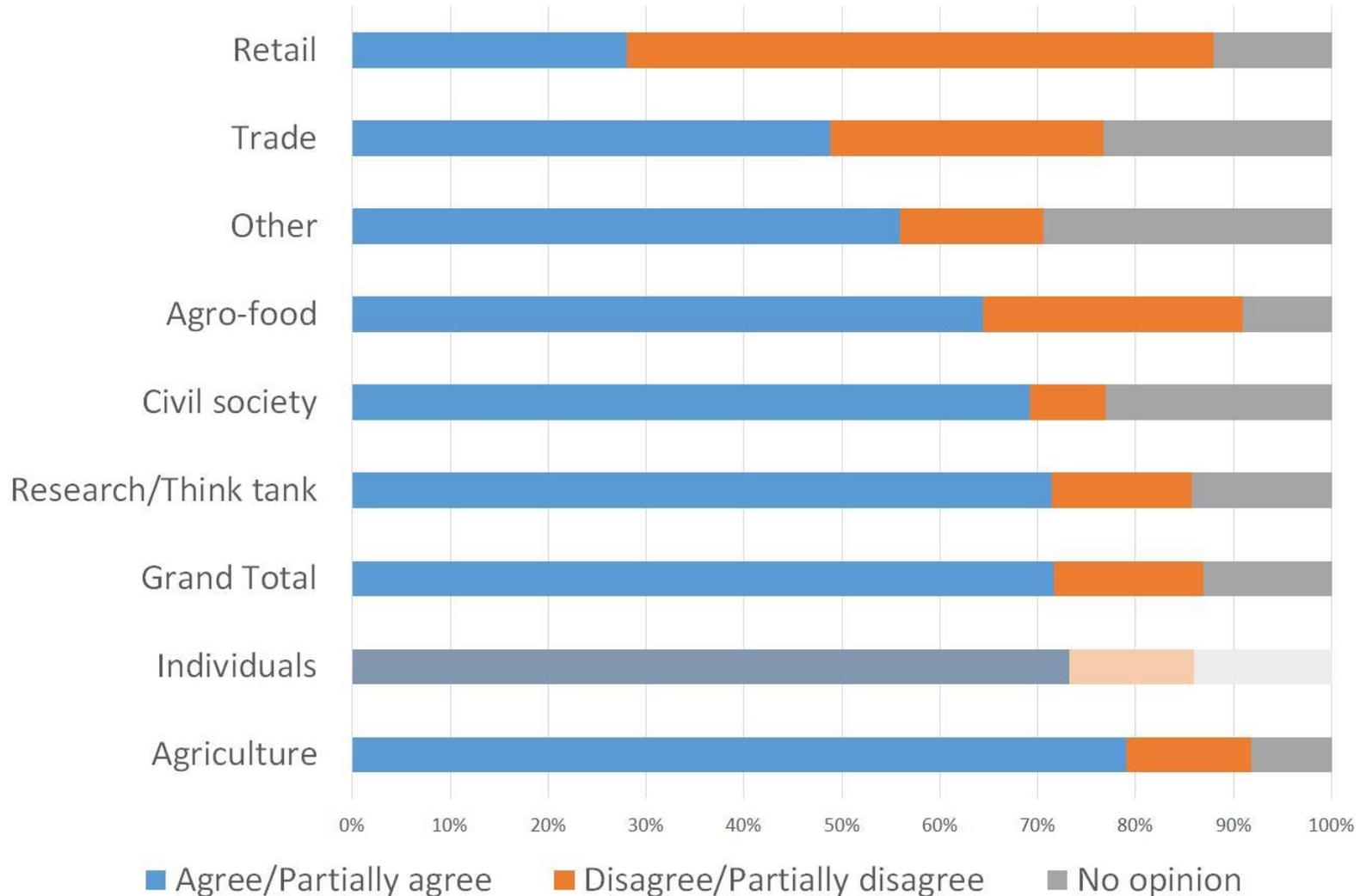
Q2. Why would an EU market transparency tool be useful?

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, developed by the European Commission based on available data.</u>	95%	94%	92%	89%	89%	84%	80%	71%	91%
<u>Coordinate and integrate Member States' information systems and price observatories through common platforms</u>	95%	93%	96%	85%	92%	84%	80%	71%	92%
<u>Introduce an EU-level obligation for operators along the supply chain to report on prices</u>	88%	75%	96%	71%	88%	50%	60%	0%	85%
<u>Incentivise operators along the supply chain to develop self-managed, 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?

<i>Agree/Partially agree</i>	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%