

L'Historique de l'OCM F&L

**Présentation du Livre blanc de L'OCM
'Retour sur l'Histoire de L'OCM F&L'
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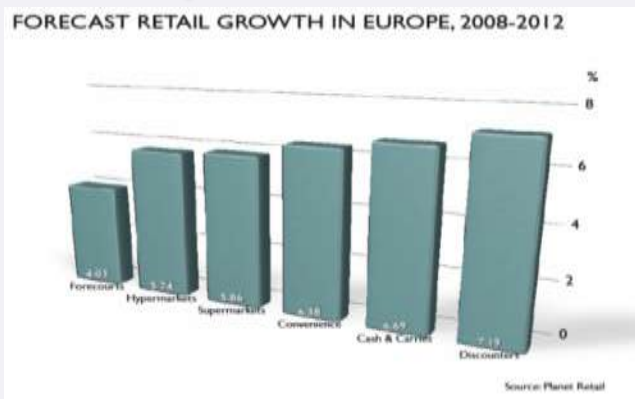


PO's/Co-operatives Cornerstone F&V Sector



Customer orientation

Producer orientation



Concentration of the supply

PO1

PO2

...

POn

p11

p21

p31

p41

p12

p22

...

...

p1n

p2n



POs: unique role in the value chain



Quality control
Research/ Innovation



Sales
Marketing



Packaging
Support



Logistics
Planning

**To have an impact on the position of the producer in the chain:
PO need to be a real economic organisation (selling/marketing products)**

Fundamentals support 1997-2017

1. Producer Organisations (POs) are the cornerstone of the scheme.
2. Union financial assistance possible up to 4,1 (4,6)% of the Value of the Marketed Production VMP but capped at 50% of actual expenditure through Operational Programmes (actions, investments, crisis measures, etc.).
3. Operational Programmes approved by MS based on their National Strategy.



The evolution of policy instruments of F&V

Productivity →

Competitiveness →

Sustainability →

The Early Years + crisis (1960s – 1980s)	1996	Agenda 2000	CAP Reform 2003	F&V reform 2007
Price stabilisation Variable import levies Export subsidies <u>Withdrawals</u>	Reduction of tariffs and subsidies <u>Entry price system</u> <u>Startup Producer organisations</u>	Strengthening producer organisations	Fruits and vegetables not included F&V land is not eligible in historical single payment scheme	More flexibility for producer organisations F&V land is eligible in historical single payment scheme

2012: Public consultation, proposal reform

**Producer Organisations remain
the cornerstone
of the EU regime in the F&V sector**



2013-2017: Fruit & Vegetable regime

Reform CAP 2013

No major changes into the EU regime for the F&V sector, the EU support is still granted to POs through OPs.

'Newcastle' adjustments 2014

Main activity PO; outsourcing, democratic control, sanction regime

Simplification/ Lisbonisation DA & IA 2017

Simplification and clearer rules, more attractive, strengthening POs

Increased organisation rate
Improved attractiveness of POs
Increased attractiveness of APOs

F&V policy: innovator within CAP

- POs as tool for income & agri-environmental policies
 - Decoupled support without shortcomings of single farm payment
 - PO: Balance between contradicting objectives of simplification CAP
 - * Targeted support: individual approach
 - * Low Transaction cost
- POs as tool for market management
 - At collective level: development of legal tools by PO to tackle risk.
 - At the individual farm level: adapting farm management by providing and translating market information and by supporting farmers in the adaptation to market signals.
- POs as tool for crisismanagement & - prevention

F&V policy: innovator within CAP

- Market intervention in F&V already drastically reduced in 1996 (other sectors only in 2000, 2003 and later...)
- F&V first sector where export restitutions were abolished
- Introduction concept POs in other sectors
- F&V **POs are modern market management tools** responding to many trends in policy development
 - Subsidiarity
 - Targeted support
 - Low transaction costs
 - Bottom up approach
 - Environmental concerns
 - Market management in non perfect markets
 - Co-financing: shared responsibility
 - Cheap policy compared to other CAP-policies

Thank you for your attention

