



Latest discussions and upcoming developments on the issue of local sales and short supply chains

- Working Group “product from my farm”
- Follow up of the high level conference held on 20 April 2012

**Meeting of the Women’s Committee (Brussels, 12 June
2012)**

Ongoing discussions on the EU “Quality Package”

- **Publication of legislative proposals (10 December 2010)**
 - ✓ No legal provisions dedicated to « local farming and direct sales »
 - ✓ « further study and analysis will be carried out to assess the problems faced by small-scale producers in participating in Union quality schemes.
- **COMAGRI vote on 21 June 2011**
 - ✓ The Commission, by 30 September 2012 shall produce a report on the case for a new local-farming and direct sales labelling scheme
 - ✓ This report, if necessary, will be accompanied by appropriate legislative proposals.
- **Ongoing “trialogue” discussions**

Ongoing discussions on the EU “Quality Package”

- **A Working Group** on “**EU labelling for local farming and direct sales**” was created in October 2011 as sub- group of the Advisory Group on « quality »
- **3 meetings of this Working group** have been organized so far
 - ✓ 10 November 2011
 - ✓ 27 January 2012
 - ✓ 15 March 2012

Findings of the Working Group on “product from my farm” (March 2012)

a) **"Product from my farm » - a need for a definition ?**

- ✓ Raw materials, feedstuffs, ingredients.
- ✓ Traceability of the product back to the farmer.
- ✓ Processing of products - on or away from the farm?

b) **Making "product from my farm" visible to consumers**

- ✓ Add value to a product from a farm through a product label
- ✓ Impact of a product label on communication with consumers.

c) **Marketing opportunities for "product from my farm":**

- ✓ direct sales
- ✓ short marketing chains (distance, intermediaries)
- ✓ public procurement (local schools, etc.),

d) **Making "product from my farm" credible:**

- ✓ what control mechanisms
- ✓ how to perform controls without unnecessary costs and administrative burden

“Copa-Cogeca proposals for enhancing the value of direct sales initiatives and local farming”

Proposed outline and architecture of a new system

1. Distinction between "local sales networks« / “direct sales” and "short supply chain sales”

2. Proposal for creating of a **common definition at EU level** :

✓ e.g: creating an optional quality term (rather than a certification system)

✓ A posteriori control at national level by means of official inspections

“Copa-Cogeca proposals for enhancing the value of direct sales initiatives and local farming”

Proposed outline and architecture of a new system

3. Member States have the choice as to whether or not to implement it nationally.
4. European logo: this issue could be **addressed subsequently**, once these concepts and provisions are clearly defined.

“Copa-Cogeca proposals for enhancing the value of direct sales initiatives and local farming” (13 October 2011)

- **“Creating a common framework** for identifying initiatives for selling their products through local markets or short supply chain networks could potentially help”

But [...]

- “The issue of short supply chains and local sales must not be reduced to the creation of an EU value-enhancing product claim”
 - ✓ extending current measures under article 32 of Regulation 1698/2005 – Rural Development Policy
 - ✓ Efforts in terms of promotion

Part of the discussions on the future of the CAP post 2013

Conference on « local agriculture and short supply chains » (20 April 2012)

- **Plenary Session** in the presence of Commissioners Dalli and Ciolos

- **3 parallel workshops:**
 - ✓ Towards an appropriate policy framework
 - ✓ Facilitating market access for local farmers
 - ✓ A better use of the hygiene regulatory framework

- **Closing section**

Next steps

- New **Consultation of Member States and stakeholders** will be organized
- Activities of the **Working group « Product from my farm »** to continue
- **Study on short “food supply chains”**(publication in October 2012)
- Council and EP debate in the framework **of the Quality Package.**
- Upcoming discussions on **the “CAP package”**

Proposals on the future of the CAP

Indicative list of rural development measures for small farms and short supply chains

- **Investment and local infrastructure:** on farm investment in physical assets, basic services and village renewal.
- **Farm and business development:** Business start up aid for young farmers, non-agricultural activities in rural areas and development of small farms, investments in non-agricultural activities, Annual payment for “small farmers” transferring their holding.
- **Skills and concept development, quality promotion:** knowledge transfer and information actions, advisory services, farm management and farm relief services, quality schemes for agricultural products and foodstuffs.
- **Cooperation of different partners:** small operators sharing facilities and resources, promotion activities related to short supply chains and local markets, setting up producer groups.
- **Local strategies (Leader)**

Proposals on the future of the CAP

Thematic sub-programmes (TS)

Member States may include within their rural development **programmes thematic sub-programmes**, contributing to the Union priorities for rural development.

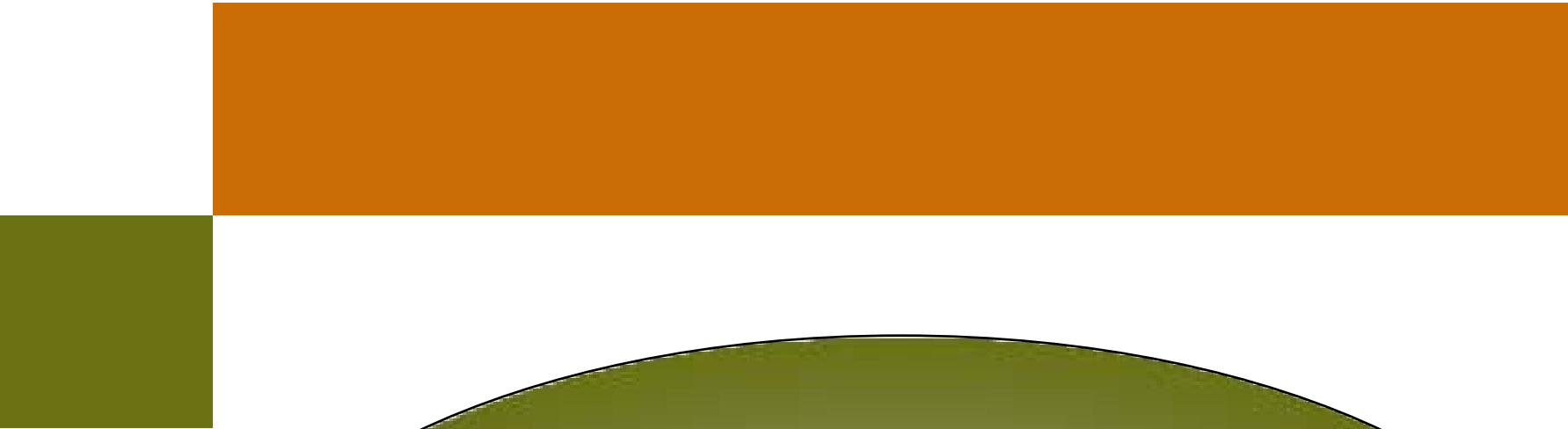
These are aimed to address specific needs identified, among others in relation to

small farms;

short supply chains

Copa-Cogeca preliminary reaction to the CAP proposals

“Copa and Cogeca welcomes the efforts made by the Commission to promote better integration of primary producers into the food chain through promotion in local markets and short supply circuits”



Thank you!

www.copa-cogeca.eu