



FARNET transnational seminar for FLAGs

Thessaloniki, 18-20 October 2016

European Commission

Directorate-General for Maritime Affairs and Fisheries
Unit B2 - Trade and Markets

Agenda

1. New Common Market Organisation (CMO): challenges and objectives
2. Roles of Producer Organisations (POs)
3. POs and FLAGs: coherence and complementarity

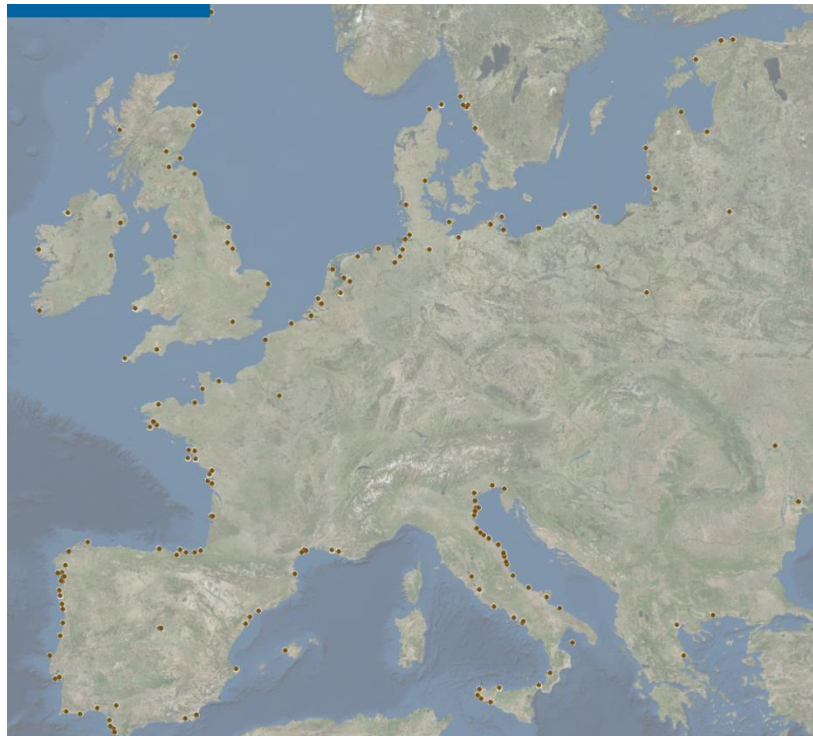
1. New Common Market Organisation (CMO)

New market policy from 2014 based on **4 Policy Drivers** (and only 1 + 3 legal bases):

- Strengthening the role of PO through the empowerment of and support to operators (art.7 & 8 of CMO regulation)
- New intervention logic
- Consumer information through
 - clear **mandatory** labelling (art. 35 – CMO): *commercial designation, production method, date of minimum durability, ...*
 - a framework for **voluntary** labelling (art.39 – CMO): *date of catch / harvest, environmental information, information of an ethical or social nature,...*
- Market Intelligence: EUMOFA

2.1 Producer organisations: key actors

- Around **220 POs** in **17 Member States**



2.1 Producer organisations: key actors

<i>Member States</i>	<i># PO (incl. APO and IBO)</i>	<i>% production in value</i>	<i>% production in volume</i>
BEL	1	100	100
DNK	2	85	74
DEU	14	45	79
EST	5	76	80
IRL	5	70	91
GRC	1	0,01	0,01
ESP	42	57	71
FRA	24	43	46
ITA	45	76	27
LVA	3	90	95
LTU	3	66	-
NLD	15	100	100
POL	12	71	86
PRT	14	58	68
ROM	6	5,72	11,42
SWE	5	79	83
GBR	24	75	79

2.2 Establishment and functioning of POs

- Collective bodies of producers (fisheries and aquaculture)
- At the initiative of producers
- Recognized by MS
- Lay down the rules that binds the members to the PO
- "Contract" between the POs and their MS
 - POs have a mission and objectives
 - POs are entitled to public financing

2.3 Mission and objectives of POs

- POs are responsible for the day-to-day implementation of the CFP on the ground.
- POs' objectives are set by the CMO regulation (art. 7):
 - promote the viable and sustainable activities of their members **in full compliance with the CFP**;
 - avoid / reduce **unwanted catches** and, where necessary, make the best use of such catches;
 - contribute to the **traceability** and to clear and comprehensive **consumer information**;
 - contribute to the elimination of IUU;
 - improve conditions for the **placing on the market** of their members' products;
 - improve **economic returns** of their members;
 - ...
- Convergence of objectives with the FLAGs projects, e.g.
 - valorisation of unwanted catches;
 - improvement of traceability;
 - ...

2.4 Tools and financial support

- **Production and marketing plans:** obligation made to POs (art. 28 - CMO)
- POs **shall receive financial support** for the preparation and implementation of PMPs (art. 66 of the EMFF Regulation) – up to 3% of annual value of production
- **Wide range of measures deployable:** all expenditures are potentially eligible as long as they contribute to the objectives of the PMPs.

3. POs and FLAGs: coherence and complementarity

- Several similarities between CLLD and POs:
 - Bottom-up process
 - Area-based
 - Partnership-based
 - Importance of innovation
 - Networking, learning from each other, mutualisation of resources
 - Cooperation and transparency

3. POs and FLAGs: coherence and complementarity

Key messages:

- POs are key actors of the producing sectors: 80% of products landed in the EU from members of POs
- POs are:
 - ✓ the most appropriate form of collective management and programming of fishing and farming activities of their members
 - ✓ the best structure for the day-to-day implementation of the CFP on the ground
 - ✓ and for the marketing of the products of their members
- Local strategies would benefit from a close cooperation with POs
- Conditions for recognition as OP can be met at local level, and financial support is possible
- Becoming a PO opens the opportunity for specific measures and financial support

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Thank you for your attention!