Améliorer le pouvoir de marché des producteurs: Opportunités et limites des organisations de producteurs et des organisations interprofessionnelles

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Maison de l’Agriculture (Gembloux)
7 novembre 2018
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I. Presentation

• APROA at a glance
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APROA at a glance:

• The Association of Producer Organisations of Fruits and Vegetables of Andalusia was founded in 1988 in Almeria (Spain).
• In 2004, its scope was extended to all Andalusian territory. From 2012 APROA has a national scope.

Currently, APROA includes:
• 56 producer organisations (71 companies),
• Representing: 11,500 producers, 35,470 hectares, 2.3 million tonnes, 98,910 jobs
• Turnover: €1,945 million.

• APROA represents 72% of the Spanish national production:
  - Tomato (52%),
  - Sweet pepper (76%),
  - Cucumber (85%),
  - Aubergine (72%),
  - Courgette (46%),
  - Melon (53%) and
  - Watermelon (84%).
Our Mission

Sustainable agri-food production

Sustainable natural resources management

Balanced social and territorial development

Ethic, Safe and Healthy production
Our Production

- Tomate: 27%
- Pimiento: 22%
- Pepino: 16%
- Naranja: 6%
- Sandía: 15%
- Melón: 2%
- Judía: 0.2%
- Calabacín: 5%
- Berenjena: 4%
- Lechuga: 1%
- Resto: 2%
- Sandía: 15%
- Naranja: 6%

Key:
- 2.282.279 Tn
- 2017/2018

Top destinations:
- Alemania: 33%
- Reino Unido: 13%
- Francia: 12%
- Holanda: 10%
- Polonia: 8%
- Suecia: 3%
- Italia: 3%
- República Checa: 3%
- Dinamarca: 2%
- Otros: 13%
APROAS’s departments

- FORMACIÓN
- SEGUROS
- PRENSA COMUNICACIÓN
- INFORMÁTICA
- LABORAL
- TÉCNICAS DE PRODUCCIÓN
- CÁTEDRA COEX
- SECCIÓN ORNAMENTAL
- RRHH RESPONS. SOCIAL
- JURÍDICO
- INTELIGENCIA DE MERCADOS
The APROA family: 199 employees

Member of:

- EUCOFEL
  FruitVegetablesEUROPE
- FEPEX

Partner Associations:

- Hortyfruta
- hortiespaña

Partner Companies:
FruitVegetablesEUROPE at a glance:

Founded 60 years ago, FruitVegetablesEUROPE (EUCOFEL) is the European Association representing the production and trade of EU fruit and vegetables at European level.

FruitVegetablesEUROPE’s mission is to represent, defend and promote the fruits and vegetables produced in the EU.

Covering all European fruit and vegetables, with a special focus on:
- tomatoes
- citrus
- pip fruit
- stone fruit
- bananas
- berries
- garlic
- mushrooms

Over 60 years defending the EU Fruit and Vegetable sector

Members from the main European fruit and vegetables producing countries: France, Germany, Greece, Italy, Poland, Portugal and Spain.
II. What real opportunities for improving market power through PO and IO instruments?

1. What supply management opportunities within POs and IOs?
2. What negotiation possibilities at the level of contracts (general conditions, price, ...) with buyers and processors?
3. What roles of the public authorities?
Figures on PO and AOP in the EU

There are around 3,400 recognised POs in the EU. Only 3 Member States (MS) do not have any recognised PO (Estonia, Lithuania, Luxembourg). The remaining 25 MS have recognised POs.

Top of the list is:

- France with 721 recognised POs
- Germany (683)
- Spain (679)
- Italy (577),
- Poland (239), Greece (224) and Portugal (119).

A 67 further POs are distributed among the remaining 18 MS.

A total of 81 APOs have been recognised in 9 MS, namely 30 in France, followed by Italy (19), Germany (9), Spain (7), Hungary (7), Greece (4), Belgium (3), Poland (1), and the UK (1).

(Source: European Commission)
Figures on POs in the EU

The fruits and vegetables sector has the highest number of POs (1,763)

(Source: European Commission)
LEGAL FRAMEWORK

Regulation (EU) 1308/2013 of the European Parliament and of the Council establishing a common organisation of markets in agricultural products (CMO Regulation) acknowledges the useful role that producer organisations (POs) and associations of such producer organisations (APOs) assume to strengthen the position of producers in the food supply chain and to contribute to CAP objectives.

The latest change to the CMO Regulation took place through the so-called Omnibus Regulation, which entered into force on 1 January 2018.
1. What supply management opportunities within POs and IOs?
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Producer organisations (POs) are the basic actors in the fruit and vegetables regime. In the face of ever greater concentration of demand, grouping supply in this way strengthens producers' position in the market.

Opportunities through the AOPs:

- Withdrews
- Mutual fonds
- Assurances

3rd countries?

viability?
1. What supply management opportunities within POs and IOs?

Benefits:

The chain is very interlinked, which needs to be taken into account. Benefits may be economic, e.g. support to POs matters, access to risk management tools and to financing, but very important is in particular predictability.

Traditional benefits of POs include access to technical assistance, logistics, storage, transport, enhanced technical and knowledge support matters, in particular for perishable products.

Connection with downstream partners is of importance: the farmer might never connect to retail industry directly, which is made easier as a member of a PO.
What negotiation possibilities at the level of contracts (general conditions, price, ...) with buyers and processors?
2. What negotiation possibilities at the level of contracts (general conditions, price, ...) with buyers and processors?

- Dialogue with all operators needs to take place across the chain, this means from producers to retailers.

- Creation and sharing of values, and sharing of knowledge, are key elements for effective vertical cooperation of POs with their partners in the food supply chain.
What roles of the public authorities?
What roles of the public authorities?

• There is a lack of government support, a lack of trust, a lack of clarity on competition law, and on the legal status of PO/AOP and the work between POs and AOP.
• More guidance is needed from the European Commission.
• More discussions between farmers should be encouraged.
• More discussion is needed about the socio-economic functions.
• For existing POs, there are still administrative burdens to work cross-border.
• Also more training programmes are needed.
• Information about POs and their benefits are lacking.
• Long-term policies are needed, both in legal terms and in financial terms.
Conclusions

• POs and AOP can have a **positive impact** on stable economic relationships between the agricultural and downstream sectors.

• **Cooperation** can enable producers to manage their risks better by:
  - planning production in accordance with demand,
  - concentrating supply,
  - merging their resources,
  - reducing their costs,
  - adding more value to their products, and
  - reaching a scale that allows for access to other markets or to buyers who are looking for bigger quantities.

• The role of POs is not only about bargaining power but also about vertical cooperation.
Merci!
Thank you!
Gracias!

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