

Introductory Remarks by Commissioner Phil Hogan at Inaugural Meeting of the Economic Board of the European Meat Market Observatory

15th July 2016, Brussels

- Check Against Delivery –

- Ladies and gentlemen,
- Thank you for being here today. I believe this represents an important moment for the EU agri-food sector.
- It's no secret that I am a believer in markets, and their central role in creating exports, jobs and profits for our European farmers and agri-businesses.
- **But markets only function if all the players have access to the right information at the right time.**

- Your role is to provide the expertise and guidance that will underpin the meat sector's healthy, sustainable and successful growth.
- The CAP needs to provide operators with the tools and supports to feel comfortable and confident engaging with markets. The Milk Market Observatory has provided this strong support since its establishment, including during this time of prolonged price difficulty in the sector.
- I want the EU Meat Sector to have a similarly strong support system. I believe our meat products are the finest and safest in the world, and their export value is already huge, with great potential for further growth.
- This is why I committed to the establishment of the Meat Market Observatory at the March Council, promising a first meeting before the summer break. I am delighted that we are all here today to deliver on this promise. The Observatory is composed of 7 European wide stakeholder organisations in the beef, veal and pigmeat supply chains. **You are leaders in your field, and I am convinced you will make a success of this important venture.**

- My colleagues from DG Agri will provide you with more details on the structure and mandate of the Observatory, and they will highlight your expected roles and responsibility.
- I would like to emphasise that this is not a political forum and I do not expect you to incorporate a political dimension to your work.
- Your role is to harness your expertise for the benefit of the sector, providing hard statistics in a timely manner. The first ordinary meeting of the Meat MO will take place on 27th October 2016. You will then gather again in the spring, summer and autumn of 2017.
- Let me conclude by repeating what a great opportunity we have here today. I wish you luck in your work, and please be assured that my staff and I are available to help at every step of the journey.
- It is therefore my great pleasure to declare the EU Meat Market Observatory operational, and your website is now live! Good luck with today's meeting. Thank you.
- **Brussels**