

Remarks by
EU Commissioner
for Agriculture and Rural Development
Phil Hogan
to the
Milk Market Observatory (MMO) -
Economic Board

For more info on the MMO, see

http://ec.europa.eu/agriculture/milk-market-observatory/index_en.htm

or follow on Twitter @EuropeanMMO

April 29, 2015 **Brussels**

- Happy birthday, MMO! In a sense, it is the birthday of each of you, being the living heart of the MMO.
- The idea of an MMO originated from discussions on the future of the milk sector opposing two camps: those who asked for further liberalising the milk sector and those who advocated additional measures to accompany the milk sector in the post quota era.
- The concept was twofold: (1) offer full access to all available market data through a single web interface and (2) gather market expert views at regular intervals to cast a look into the short term future.

(1) Review the progress made so far

- One year after, we can see the full materialisation of this concept:
 - The MMO web interface has been up and running from day one. It contains data on production, prices, trade flows for the EU as well as for the main exporting and importing regions of the world.
 - The gathering of expert views operates through the Economic Board's meetings. Today is the 5th such meeting. Each of the 4 preceding ones has allowed for the publication of a meeting report casting light into the short term future based on the expert views expressed at the meeting.
- Some significant achievements deserve a special mention:
 - The timeliness of MS' raw milk price data has significantly improved over recent months.
 - The trade experts' contributions on imports and exports as well as stock information at world level usefully complete the picture.
- The MMO's success is due to the contribution of many parties:

- Member States' data notifications;
- The development of new tools by the MMO Economic Board's market experts and their constructive attitude oriented towards a shared understanding of market developments and their grounds;
- In parallel to the achievements of the members of the Economic Board, my services constantly look for improving transparency on the MMO website.
- It is my pleasure to introduce to you the latest development in this respect: the MMO-dashboard. In one screen shot, it gathers the salient data available on the MMO web interface: latest production trends, latest prices, latest import-export data, news from third countries, etc.
- The MMO is one year old. It has grown rapidly, fed by all of you. But we are not at the end of the road. This is more the beginning than the end of a new era.
- **Market information is more important than ever, now that milk quotas have expired.**
- The retailers' efforts to assess consumption patterns still need to materialise into tangible results.
- On my side, I ask my services to continue improving available tools.
- This special meeting has been convened with the purpose of taking stock of the situation 29 days after the end of milk quotas.

ends