



Conclusions I

What does it take to have a successful IBO?

No solution fits it all....but:

- Be clear on **WHY** an IBO should be established = What value does it add?
- Be clear **WHAT** an IBO can do and what it *cannot* do = **OBJECTIVES**
- Be clear on its **TASKS** (such as promotion, marketing, create transparency, research, price reporting)
- **Important function**> IBO as **platform for discussion**, e.g production methods



Conclusions II

What does it take to have a successful IBO?

Reach consensus between actors within a good framework

- Good interaction with **national authorities** beyond recognition, continuous dialogue
- Clarity on the **limits of IBO work**, be compliant with EU competition rules
- The **extension of rules and fees**, in relation to the other chain operators outside the IBO, are important