



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate G. Markets and Observatories  
**The Director**

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Director Markets and Observatories

## **Opening Speech**

Kick off meeting  
**Brussels, 4 November 2019**

- Welcome you at this first meeting of the Wine Market Observatory.
- Effective market monitoring is the basis for market transparency and a cornerstone in implementing the recommendations of the Agricultural Market Task Force.
- In this context the setting up of effective monitoring structures for agricultural markets is one of the key strategic objectives for my services
- Through the establishment of Market Observatories for key agricultural sectors.
- Different Market Observatories are already in place for Milk, Meat, Crops (cereals, oilseeds and protein crops), Sugar and very recently for fruits and vegetables.

- They have proven to be useful tools to guarantee market transparency and market analysis.
- Building upon the positive experience of the existing Market Observatories, the activities of this new Observatory will focus on the same core objectives of
  - market data dissemination,
  - short-term market analysis,
  - medium-term prospects for the sector.
- The purpose is to build discussion platforms, to better understand market situation, for the benefit of everybody involved in the sector.
- Your response to our call for applications and your presence here today proves your interest and willingness to take part in these discussions.
- Your contribution is indispensable to the success of this Wine Market Observatory.
- Today we will
  - Introduce the structure and functioning of the Observatory and adopt the Rules of Procedure of this Economic Board.

- Demonstrate the Wine Market Observatory website, explain the data sources that are currently used
  - Discuss possible data improvements and the role and contributions from you, the member organisations.
  - And of course we will discuss the current market situation with you.
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- I would also like to draw your attention to one particular aspect, which I believe to be particularly relevant for your involvement and the success of the Observatory.
  - You are a part of the Observatory in your capacity as market experts. As designated representatives of your respective organisations, you are expected to contribute with your expertise objectively and constructively.
  - Each one of you will of course provide views based on your experience in the supply chain. However, the Observatory is not a forum for political statements.
  - We will all benefit from the outcome of the discussions of the Observatory.
    - You, the relevant actors of the supply chain, will be able to take your decisions with a deeper knowledge of the market situation and trends.

- Public authorities, including the Commission, will be better equipped to decide about policy instruments if the situation so requires.
- I finish my intervention by recalling the importance of this new project, and by stressing how essential your commitment is to make this initiative a success.
- Thank you all in advance for your cooperation.