



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate G. Markets and Observatories

DRAFT AGENDA

JOINT MEETING OF THE ECONOMIC BOARD OF THE MILK MARKET OBSERVATORY and OF THE «CDG MILK»

**in Brussels, rue de la Loi 130
11th floor**

**Meeting room: A
on Tuesday 28 November 2017, from 09:30 to 13:00**

The Commission report¹ to the European Parliament and to the Council on the operation of the Milk Package, adopted in November last year, confirms the usefulness of the instrument and recommends a number of actions of a pedagogical, financial and operational nature.

The report emphasises how Producer Organisations (POs), the cornerstone of the Milk Package, have not yet reached their full potential, notably due to insufficient knowledge of farmers on the goals, implications and advantages deriving from joining into POs. The report concludes on the need to embark on awareness raising actions at different levels to highlight the benefits of producer cooperation and to share experience and best practices.

Following these conclusions, Commissioner Hogan announced at the Council of Ministers of 9 October 2017 the launch of a communication campaign, to be deployed in the last quarter of 2017 and throughout 2018, to promote the creation of Producer Organisations in the milk sector and to improve the functioning of existing ones.

With this goal in mind, the Economic Board of the Milk Market Observatory and the Civil Dialogue Group on Milk will hold a joint meeting to thoroughly review and discuss the possibilities arising from the Milk Package provisions (in their practical and legal aspects) and the potential benefits of producer cooperation in the milk sector. Selected case studies / success stories will be likewise presented. A detailed agenda will follow.

The target audience are organisations representing producers and processors. The event is conceived to be of an educational nature, and persons attending it are deemed to pass the information onto those they represent.

¹ https://ec.europa.eu/agriculture/sites/agriculture/files/milk/milk-package/com-2016-724_en.pdf