

High Level Group on the Competitiveness of the Agro-Food Industry

ROADMAP OF KEY INITIATIVES

The Sherpa representatives will report on the implementation of the actions contained in this Roadmap at the annual meetings of the High Level Group.

Recommendation	Objective	Implementation actions	Timetable*	Responsible stakeholders/institutions
<p>Recommendation n°1 Ensure a holistic approach for the European agro-food industry</p> <p><i>The HLG strongly endorses a holistic approach with respect to European Union and national policies in order to ensure that the specificities of the European food chain from the supply and demand side are duly taken into account, thus enhancing the overall sustainable competitiveness of the food industry, from farm to fork whilst maintaining high food safety standards. This approach should ensure coherence among the different policy objectives and increase the efficiency and consistency of agreed measures.</i></p>	<p>§ Duly take into account the specificities of the European food chain</p> <p>§ Enhance sustainable competitiveness of the food chain</p> <p>§ Ensure coherence among different EU policies objectives and their impact on the food and drink industry</p>	<p>§ Stakeholders to report on their needs in areas such as :</p> <ul style="list-style-type: none"> - Availability of raw materials - Functioning of Internal Market - Labelling - Environmental Impact Assessment methodologies (CO₂,N₂O, water) - Functioning of the food chain <p>§ Ensure coherence and consistency in collection of information from the operators in the food supply chain</p> <p>§ Evaluate the coherence between various policies</p>	<p>ongoing</p> <p>by end 2010</p> <p>Sherpa representatives to report at the Annual Meeting of the HLG</p>	<p>European institutions Stakeholders</p> <p>European Institutions</p> <p>European Commission</p>

* Those measures that have to be implemented on a continuous basis and depending on the circumstances are indicated as "ongoing".

Agricultural and Environmental Policy

<p>Recommendation n°2 Continued support for an ambitious development of the CAP</p> <p><i>The HLG endorses the development of the Common Agricultural Policy that will enable European farmers to better respond to market signals. The European Commission should apply, in a balanced way, when necessary, the established market management instruments taking into account producers, consumers, processors and taxpayers. Equally it should address prices volatility and availability of raw materials. Moreover considering that more frequent price fluctuations are likely to occur in the future, some Members of the HLG suggested that the European Commission should consider whether new policy instruments at EU level are the most efficient for the management of production and market risks.</i></p> <p><i>As regards the instruments that regulate production, the European Institutions should continue to adapt them, when appropriate, so as to allow the farming sector to respond more effectively to trends of supply and demand, whilst maintaining diversity of production. A transitional</i></p>	<p>§ Apply the established market management instruments</p> <p>§ Address price volatility and availability of raw materials and adapt the instruments that regulate production to market trends</p> <p>§ Consider new policy instruments at European level to assure the efficient management of production and market risks</p> <p>§ Suspend temporarily tariff conditions so to facilitate quick response to crisis</p>	<p>§ This objective is being pursued through the Health Check of the reform of the CAP</p> <p>§ Continue to ensure that clear messages on the objectives of the new CAP are transmitted to the whole supply chain</p> <p>§ Further adaptations of the CAP will take place in the context of the discussion on the post-2013 CAP</p> <p>§ Examine the different policy instruments that could be considered in the relevant committees.</p>	<p>ongoing</p> <p>by end 2010</p> <p>when necessary</p> <p>starting in 2013</p> <p>when necessary</p>	<p>European Institutions Member States</p> <p>European Institutions Member States</p> <p>European Institutions</p> <p>European Institutions Member States Stakeholders</p> <p>European Commission</p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<p><i>period must be foreseen when necessary, in order to avoid disturbances of the farming sector as well as reducing the consequences of price volatility of raw material.</i></p> <p><i>In cases of risks of supply shortages of the basic agricultural products of the appropriate quality, the European Commission should be empowered to suspend temporarily its customs tariff conditions so as to facilitate quick response to the crisis.</i></p>				
<p><u>Recommendation n°3</u> Sufficient supply of raw materials at competitive prices</p> <p><i>The HLG members believe that it is important to have an EU-policy framework that facilitates sufficient supply of competitively priced raw materials as a way to limit price volatility with the view to achieve sustainable growth of the sector.</i></p> <p><i>The European Commission and Member States in cooperation with European Food Safety Authority should improve the efficiency and transparency of the authorization procedures for Genetically Modified Organisms in order to enhance the confidence of stakeholders, while taking into consideration society's growing awareness. In addition they</i></p>	<p>§ Put in place a holistic EU-policy framework for the facilitation of sufficient and sustainable supply of competitively priced raw materials for food and feed purposes</p> <p>§ Improve efficiency and transparency of the authorization procedures for GMOs</p>	<p>§ This objective is being pursued through the Health Check of the reform of the CAP. Further adaptations of the CAP should take place in the context of the discussion on the post-2013 CAP.</p> <p>§ Actions within the competent authorities of the Member States, in the framework of the implementation of GM food and feed Regulation and Directive on deliberated release of GMOs.</p> <p>§ Adoption of the Commission Regulation on the new guidelines on the risk assessment of GM food and feed.</p>	<p>ongoing</p> <p>ongoing</p> <p>ongoing</p>	<p>European Institutions Member States</p> <p>European Institutions Member States EFSA</p>

<p><i>should continue analyzing the overall impact of GMOs and the long-term future of the EU GMO policies. The European Commission should work towards tackling the issues of asynchronous authorization of GMOs already authorized in third countries and not yet authorized in the EU.</i></p>	<p>§ Seek a technical solution for the asynchronous authorization of GMOs in different parts of the world concerning feed</p>	<p>§ European Commission to discuss with the Member States the possibility of an implementing measure to address the issue of asynchronous authorizations for feed.</p>	<p>ongoing</p>	<p>European Commission</p>
<p>Recommendation n°4 Design an environmental and sustainable industrial policy <i>The HLG members acknowledge the launch of the Retail Forum within the Sustainable Consumption and Production (SCP) and Sustainable Industrial Policy (SIP) Action Plans.</i> <i>In parallel, industry recommends to the European Commission the setting up of a Roundtable involving all operators in the food supply chain which will follow a holistic approach while avoiding duplication. This roundtable will be co-chaired with the European Commission to devise, with the view to favour best practices, an “EU Code of Conduct on Environmental Product Assessment and Voluntary Communication to</i></p>	<p>§ Ensure proper and effective functioning of the European Food Sustainable Consumption and Production Roundtable involving all operators in the food supply chain and relevant stakeholders</p> <p>§ Guarantee the uniform implementation of the IPPC Directive by maintaining an "integrated approach"</p> <p>§ Establish a suitable allocation methodology for the food industry within the EU ETS.</p>	<p>§ Establish a European Food Sustainable Consumption and Production Round table</p> <p>§ Proposal currently under discussion in the European Parliament and Council</p> <p>§ A study has been already launched by the European Commission in the principles and development of benchmarks and other allocation</p>	<p>The Roundtable has been already put in place by means of a 1st meeting on 6th May 2009.</p> <p>by 2015</p> <p>1st results of the study by end 2009 Rules for the allocation of</p>	<p>Stakeholders European Institutions Member States</p> <p>European Institutions</p> <p>European Institutions Member States</p>

<p><i>Consumers” providing a set of harmonised reference methodologies for food and drink products.</i></p> <p><i>The European Commission along with the Member States should guarantee a uniform implementation of the scope of the Integrated Pollution Prevention and Control (IPPC) Directive across Member States and maintain an "integrated approach" as one of its key principles (considering the emissions from an installation into the different environmental media: air, water and land). However, the use of Best Available Techniques should remain flexible and not become mandatory in order to allow sufficient adaptability, in particular for SMEs.</i></p> <p><i>Moreover, the European Commission along with Member States should work under comitology procedure – and in consultation with industry - to establish a suitable EU Emissions Trading Scheme (ETS) benchmarking system for the food industry, taking into account the immense variety of food products and corresponding CO2-intensities. Food sub-sectors which meet the relevant criteria of the adopted ETS directive as far as the risk of carbon leakage is concerned should receive free allowances at 100% in accordance</i></p>		<p>methodologies.</p>	<p>allowances including of free allowances, to be adopted by end of 2010.</p>	
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	-----------------------	-------------------------------------------------------------------------------	--

<p><i>with the rules of the adopted Directive including EU-wide harmonised benchmarks.</i></p>				
<p><u>Recommendation n°5</u> Promote energy efficiency for the European agro-food industry <i>Member States should facilitate the transfer of knowledge and technology regarding eco-innovation from research centres and large corporations towards Small and Medium-sized Enterprises (SMEs). At the same time, in combination with energy agencies where it is relevant, they should encourage agro-food industry, especially SMEs to improve their energy efficiency (e.g. provision of free energy audits and other relevant expertise)</i> <i>The European Commission in cooperation with Member States should identify and remove barriers to investment in eco-efficient technology. Where this is not feasible, the Commission should establish financial support schemes at EU level in order to overcome these barriers.</i></p>	<p>§ Facilitate eco-innovation transfer of knowledge and technology towards SMEs</p> <p>§ Establish financial support to overcome barriers to investment in eco-efficient technology</p>	<p>§ Establish food chain specific eco-technology information and dissemination contact points/platforms for SMEs</p> <p>§ Ensure that agro-food SMEs are informed of the financial support instruments already available to them at European level.</p> <p>§ Better use the financial support currently available for eco-innovation – especially for SMEs – within the Entrepreneurship and Innovation Programme (EIP).</p>	<p>From 2011 onwards</p> <p>Implement the 2007 – 2013 Entrepreneurship and Innovation Programme as part of the Competitiveness and Innovation Framework Programme</p>	<p>Stakeholders European Institutions Member States National Energy Agencies</p> <p>European Institutions Member States</p>

The Internal Market for Food

<p><u>Recommendation n°6</u> High quality and comprehensive</p>	<p>§ Implement high quality and comprehensive</p>	<p>§ Strictly apply Impact Assessment Guidelines and improve consultation</p>	<p>Yearly follow-up by the Impact</p>	<p>European Institutions EFSA</p>
------------------------------------------------------------------------------------	----------------------------------------------------------	-------------------------------------------------------------------------------	---------------------------------------	---------------------------------------

<p>impact assessments <i>High quality and comprehensive impact assessments that also take into account the effects on the chain and especially SMEs should be undertaken by the European Community Institutions at an early stage of policy development and should accompany all legislative proposals. Impact assessments should be updated when major changes to the proposals are being discussed, thus forming a key part of the policy debate in the European Parliament and Council, and enabling clearer, evidenced-based, decision making .</i></p>	<p>impact assessments at early stages of policy development and for all legislative proposals</p>	<p>processes. § Implement the Interinstitutional Agreement on better law-making notably concerning the codecision process.</p>	<p>Assessment Board to verify that impact assessment results are properly considered before legislation is finalised.</p>	
<p><u>Recommendation n°7</u> Harmonised interpretation and implementation of European food legislation <i>The European Commission should introduce additional, and reinforce existing, harmonized guidelines and best practices for the proper implementation of food legislation by Member States. This should be particularly, but not only, applicable for official controls with the view that management systems based on international standards (e.g. the International Organization for Standardization) may contribute to making the implementation of feed and</i></p>	<p>§ Reinforce existing and establish new harmonized guidelines and best practices for the proper implementation of food legislation and official food and feed controls</p>	<p>§ European Commission to ensure harmonised implementation and enforcement of food legislation in different Member States § Consider the areas without existing guidelines in order to identify the need for introduction of new guidelines</p>	<p>ongoing ongoing</p>	<p>European Commission Member States European Commission</p>

<p><i>food legislation more efficient and proportionate.</i></p>				
<p><u>Recommendation n°8</u> Efficient authorisation procedures for novel foods <i>The European Commission and European Food Safety Authority should reinforce their action to ensure timely and efficient authorisation of products while continuing to guarantee the high scientific quality of the risk assessment process and the high level of protection of health required in food legislation.</i> <i>As regards novel food, the European Commission should use, when applicable, a simplified authorization procedure, without prejudice to the primary focus on safety to enhance the efficiency of the Novel Foods Regulation and provide a more proportionate system for risk management.</i></p>	<p>§ Ensure timely and efficient authorization of novel food products and continue to guarantee the high scientific quality of the risk assessment process as well as the high level of protection of health</p>	<p>§ Dialogue between the European Commission and EFSA.</p> <p>§ Use also simplified authorization procedure for novel foods</p>	<p>Follow-up by means of EFSA Annual Report.</p> <p>Commission proposal under discussion. Adoption foreseen by end 2009/ beginning 2010. Entry into force is foreseen in two years time after adoption.</p>	<p>European Commission EFSA</p> <p>European Institutions Member States</p>
<p><u>Recommendation n°9</u> Enhance European incident management system <i>The European Commission should strengthen and further improve coordination with all the relevant stakeholders in order to better anticipate new and emerging risks.</i> <i>The European Commission should adopt harmonised guidance for a</i></p>	<p>§ Strengthen and improve coordination with stakeholders to better anticipate new and emerging risks</p> <p>§ Adopt harmonized guidance for RASFF</p>	<p>§ A clear timeline and description of the involvement of the stakeholders should be provided by European Commission.</p> <p>§ Following major incidents initiate a formal process of "lessons learned"</p> <p>§ Develop clear implementation rules to prevent diverging interpretation of</p>	<p>From 2009 onwards</p> <p>when appropriate</p> <p>Implementation rules on RASFF</p>	<p>European Institutions Member States</p> <p>European Institutions Member States Stakeholders</p> <p>European Commission Member States</p>

<i>higher level of coordination among enforcement actors to achieve an even more efficient and proportionate implementation of the Rapid Alert System for Food and Feed (RASFF).</i>		RASFF and follow-up actions at Member State level	for discussion and possible adoption in 2009	Stakeholders
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	---------------------------------------------------	----------------------------------------------	--------------

The Operation of the Food Chain

<p>Recommendation n°10 Better support for SMEs <i>Within existing "one-stop shops" established in the Member States and targeted to support the start-up of business and to provide appropriate and easily accessible sector specific information, the European Commission in cooperation with the Member States should establish a focal point for the agro-food SMEs subsector.</i> <i>Instruments used to support the operation of the SMEs should be better communicated to specifically agro-food SMEs through e.g. the European Enterprise Network, with the aim of promoting and enhancing their entrepreneurship.</i></p>	<p>§ Set-up a focal point for agro-food SMEs within the existing "one-stop shops"</p>	<p>§ Implement the provisions of the Small Business Act for Europe</p> <p>§ Extend to all Member States the focal point that exists already in 15 Member States within the framework of the Enterprise Europe Network.</p> <p>§ The Member States which have not developed yet this specific focal point for agro-food SMEs should explore such a possibility.</p>	<p>A review of the implementation of the SBA is planned to take place in 2010</p> <p>Follow-up developments in the Member States which did not set up a specific focal point for agro-food SMEs.</p>	European Commission Member States
	<p>§ Better communicate the instruments available for SMEs by means of e.g. Enterprise Europe Network</p>	<p>§ Member States to better promote the free services offered by Enterprise Europe Network which acts as a one-stop shop to meet all the information needs of SMEs and companies in Europe.</p> <p>§ SMEs to make better use of the sector group "Agrofood" available within the Enterprise Europe Network</p>	<p>Follow-up by means of the Yearly Activity Report of the EACI a well as by SMEs feedback mechanism existing within Enterprise Europe</p>	Member States Stakeholders

			Network.	
<p>Recommendation n°11 Better access to finance</p> <p><i>The European Investment Bank (EIB), Member States and the European Commission should promote additional credit financing, including through the EIB facility for SME lending. Raising awareness amongst lending institutions and agro-food SMEs should be encouraged-including through national and European agro-food industry organisations- to take advantage of the additional funding. In parallel, the European Commission, in collaboration with the Member States and relevant stakeholders, should promote linkages between agro-food SMEs and “business angels”, to provide them with equity capital for starting up and developing enterprises.</i></p>	<p>§ Promote additional credit financing, including through EIB facility for SME lending</p> <p>§ Promote linkages between agro-food SMEs and "business angels" to provide them with equity capital</p>	<p>§ Stakeholders to make use of the Risk Sharing Finance Facility (RSFF) offered jointly by the EIB and the European Commission (in the framework of FP7)</p> <p>§ Member States and European Commission to better communicate the existing EIB funding tools for SMEs:</p> <ol style="list-style-type: none"> 1. EIB loans for SMEs 2. EIB loans for SMEs : risk sharing schemes 3. Mezzanine financing <p>€30 bn have been allocated to the first two tools for 2008-2011 and €1 bn for the last.</p> <p>§ European Commission to evaluate the real use of funds.</p> <p>§ The European Business Angel Network should be used as a starting point for the SMEs. [http://www.eban.org]</p> <p>§ Member States to direct SMEs that have potential for rapid growth to local business angel networks that often provide services that match investors with potential projects.</p>	<p>Between 2007 – 2013</p> <p>By mid-2010</p> <p>ongoing by means of EIB Annual Report</p> <p>ongoing</p>	<p>Member States Stakeholders</p> <p>European Investment Bank Member States European Commission</p> <p>European Commission</p> <p>Member States</p>

<p>Recommendation n°12 Simplify access to funding research programmes <i>The European Commission and Member States in cooperation with the stakeholders should simplify the administrative procedures required for participation to the funding programs. At the same time they should not only spread awareness of existing projects aimed at facilitating the technology transfer to SMEs but also establish additional ones. For example, the European Commission should encourage research programmes such as Truefood which allows food federations to facilitate technology transfer towards SMEs based on training and dissemination activities. National technology platforms and the techno-scientific mediators should be better utilized to disseminate information between the relevant national authorities and SMEs.</i></p>	<p>§ Simplify administrative procedures for participation to funding programme</p> <p>§ Disseminate existing and set up new-projects aimed at facilitating technology transfer to SMEs</p>	<p>§ The simplification process has been partly achieved by means of the Participant Portal, as a single entry point of interaction for the validation of organisations with the Research Directorates-General of the European Commission as well as by means of the CORDIS Practical Guide to EU Funding Opportunities for Research and Innovation as updated (6/02/2009) ftp://ftp.cordis.europa.eu/pub/fp7/docs/practical-guide-rev2_en.pdf</p> <p>§ SMEs to better use the sector group "Agrofood" available within the Enterprise Europe Network which has as main objective the development of research and innovation capacities of SMEs by helping to create synergies with other research actors and foster technological cooperation.</p> <p>§ Make better use of some of the FP7 funded projects which support technology transfer and dissemination of results, such as High-Tech Europe¹ (as of 1st May 2009) and AgriFoodResults².</p>	<p>by 2010</p> <p>ongoing</p>	<p>European Commission</p> <p>Stakeholders National technology platforms</p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------	----------------------------------------------------------------------------------

¹FP7 KBBE Project High-Tech Europe-"European Network for integrating novel technologies for food processing"(website under construction: <http://www.hightecheurope.com/>; info available at: http://www.europartnersearch.net/eu-agri-tapping/index.php?page=FP7_results&sort=acronym)

² FP7 KBBE Project AgriFoodResults-"European Initiative for a better use of the results of agri-food research" on dissemination of results of FP6 and FP7 projects (no website yet; info available at: http://www.europartnersearch.net/eu-agri-tapping/index.php?page=FP7_results&sort=acronym)

	<p>§ Better use of national technology platforms and techno-scientific mediators</p>	<p>§ Increase awareness of existing projects aimed at facilitating technology transfer to SMEs.</p> <p>§ Feed the research needs gained from European and national technology platforms into the European policy level.</p>	ongoing	European Commission Stakeholders
<p><u>Recommendation n°13</u> Facilitate access of agro-food SMEs to global markets</p> <p><i>The European Commission in association with the Member States and the various food industry associations should establish export networks and export intelligence instruments to facilitate easier access for Agro-Food SMEs to global markets.</i></p> <p><i>Retailers should continue to promote the Agro-Food SMEs products in response to consumer demand.</i></p>	<p>§ Ease the access of agro-food SMEs to global markets by establishing export networks and export intelligence instruments</p>	<p>§ European Commission to propose a meeting with the national economic intelligence networks and with representatives of EU delegations in order to explore the feasibility of European networks or export intelligence instruments.</p> <p>§ Develop instruments such as statistics on foreign countries, information on regulation of the considered country.</p> <p>§ Improve the market access partnership between EU agro-food business associations, EU Member States and Commission services so that SMEs can use the different tools of Market Partnership Strategy more effectively in order to reach third country markets.</p> <p>§ Ensure the presence of SMEs, in the different DG TRADE market access working groups.</p>	<p>By 2010</p> <p>ongoing</p> <p>ongoing</p> <p>ongoing</p>	<p>European Commission Member States Stakeholders</p> <p>European Commission Member States</p> <p>Stakeholders European Commission</p> <p>European Commission</p>

		<p>§ Ensure the presence of SMEs at the relevant European Commission's committees (e.g. MAAC).</p> <p>§ Reflect on establishing a trade-friendly tool which may include relevant information for exporting EU agro-food products to third country markets (e.g. similar to the Export Helpdesk for Developing countries). Co-ordinate with similar initiatives undertaken with other relevant international organizations and ensure those are consistent with SMEs needs.</p>	<p>ongoing</p> <p>ongoing</p>	<p>European Commission</p> <p>European Commission</p>
	<p>§ Continued promotion by retailers of the agro-food SMEs</p>	<p>§ Retailing companies and associations to set-up campaigns which promote agro-food SMEs</p>	<p>ongoing</p>	<p>Retailing companies</p>
<p>Recommendation n°14 Support effective integration of SMEs in the food chain <i>Farmers and agro-food SMEs in the upstream markets should integrate effectively in the food chain in order to reinforce their bargaining power and secure fair returns on their products. To this effect, improving the understanding and knowledge of price transmission as well as of contractual arrangements along the food supply chain is of crucial importance and should be a priority action of existing</i></p>	<p>§ Improve the understanding and knowledge of price transmission as well as of contractual arrangements along the food supply chain</p>	<p>§ Member States to provide a mechanism to analyse and understand the price transmission as well as the contractual arrangements along the food supply chain at national level</p>	<p>by 2011</p>	<p>Member States</p>

<p><i>national “Markets and Price Observatories”. The outcome of these actions would contribute to improving the effectiveness of market positioning strategies by agricultural producers through the setting up of producer groups and agro-food cooperatives.</i></p>				
<p>Recommendation n°15³ Ensure proper and optimal functioning of the food chain <i>The European Commission in collaboration with the Members States and stakeholders should establish a European forum that will address the relationships among the players in the food chain, and in particular between producers/processors/distributors and will identify various parameters of importance for the good functioning of the food chain with the aim to adopt an EU wide code of conduct.</i></p>	<p>§ Improve effectiveness and efficiency if the food chain</p> <p>§ Establish a European forum to address relationships along the food chain, more specifically the potential unfair commercial and anticompetitive practices</p> <p>§ Aim at the adoption of an EU wide code of conduct</p>	<p>§ European Commission to review the potential unfair commercial and anticompetitive practices in the food chain</p> <p>§ European Commission to review the regulatory framework at EU and national level for the food chain.</p> <p>§ European Commission to design and set-up a permanent European tool to monitor the functioning of the whole food supply chain and to provide increased transparency on consumer prices and pass-through mechanisms.</p> <p>§ European Commission to organise a first meeting of this Forum and to set up the mandate</p> <p>§ Following the developments in the Forum, the European Commission to evaluate the progress and, if</p>	<p>Follow-up of Communication on Food Prices expected in November 2009. First results of the Market Monitoring exercise currently undergone by the European Commission services.</p> <p>1st consultation to be reported by end 2009</p> <p>Depending on developments in Forum, by end</p>	<p>European Commission Member States Stakeholders</p> <p>European Commission Member States Stakeholders</p> <p>European Commission</p>

³ ERRT and METRO (Eurocommerce) do not support this recommendation.

		appropriate, to decide on proposals.	2010	
<p>Recommendation n°16⁴ Study the effect of private labels <i>The European Commission should study the effect of private labels on the competitiveness of the agro-food industry, in particular on SMEs, and examine ways to reduce if appropriate, the imbalances of power in the food supply chain.</i></p>	<p>§ Study the effect of private labels on the competitiveness of the agro-food industry, in particular on the SMEs</p>	<p>§ European Commission to launch a study and publish it.</p> <p>§ European Commission to evaluate the results of the Forum and of the study and, if appropriate, to take corrective measures.</p>	<p>1st results by mid-2010</p> <p>by 2011</p>	<p>European Commission</p> <p>European Commission</p>
<p>Recommendation n°17 Increase attractiveness of European agro-food industry <i>As a means of attracting highly qualified personnel and strengthening innovation in the sector, the European Commission and Member States, in cooperation with the stakeholders should develop educational programmes that raise awareness of the importance of the food industry and its operation and encourage entrepreneurship. Moreover they should promote practical experience</i></p>	<p>§ Develop educational programmes that raise awareness of the importance of the food industry</p>	<p>§ Member States and Universities to emphasize the importance of the food industry in education programmes.</p> <p>§ European Commission to explore the feasibility of setting up a framework for food-based educational programmes (such as Erasmus Mundus programmes)</p> <p>§ Use the benefits offered by the networks of excellence developed by means of projects such as TRACKFAST⁵, MONIQA⁶, NuGO⁷, Novel Q⁸ and ISEKI⁹.</p>	<p>ongoing</p> <p>By 2010</p> <p>ongoing</p>	<p>European Commission</p> <p>Member States</p> <p>Stakeholders</p> <p>Social partners</p>

⁴ ERRT and METRO (Eurocommerce) do not support this recommendation.

⁵FP7 KBBE Project TRACK_FAST-"Training requirements and careers for knowledge-based food science and technology in Europe" (no website yet; info available at http://www.europartnersearch.net/eu-agri-mapping/index.php?page=FP7_results&sort=acronym)

⁶ FP6 FOOD Project MONIQA " Monitoring and Quality Assurance in the Food Supply Chain " (<http://www.moniqa.org/>)

⁷ FP6 FOOD Project NuGO " The European Nutrigenomics Organisation: linking genomics, nutrition and health research" (<http://www.nugo.org/>)

⁸ FP6 FOOD Project NovelQ "Novel processing methods for the production and distribution of high-quality and safe foods" (<http://www.novelq.org/>)

⁹DG EAC Socrates Project ISEKI-Food "Integrating Safety and Environment Knowledge In Food towards European Sustainable Development" (<http://www.esb.ucp.pt/iseki/>) which offers a network of food scientists)

<p><i>through placements for students and young graduates as well as apprenticeship schemes and develop food specific qualifications. At the same time, to enhance the employability of people, they should reinforce access of personnel to life-long training programmes. Sector-specific prizes should be set up as an incentive to reward innovative developments and create best practices for other players.</i></p>	<p>§ Promote practical experience by means of placements for students and young graduates as well as apprenticeship schemes, and develop food specific qualifications (e.g. biology, chemistry, physics, law, economics).</p> <p>§ Reinforce access to life-</p>	<p>§ Member States and Stakeholders to better promote apprenticeship schemes with the help of European Training Foundation and European Centre for the Development of Vocational Training.</p> <p>§ Stakeholders to better promote/use the ERASMUS for Young Entrepreneurs mobility scheme as well as the general mobility actions implemented within the sub-programmes of the Lifelong Learning Programme (namely, Erasmus and Leonardo da Vinci).</p> <p>§ Member States and Stakeholders to develop a common conceptual understanding of levels of competence in the agro-food industry by using the work already underway within the European Qualifications Framework meant to make qualifications more transparent and understandable.</p> <p>§ Member States and Stakeholders to better use the opportunities for training of young scientists offered within most of the FP7 projects and specifically by projects which have an emphasis on training activities such as: NuGo, MoniQa, NovelQ.</p> <p>§ Commission to establish best</p>	<p>ongoing</p> <p>ongoing</p> <p>ongoing</p> <p>by end 2010</p> <p>by end 2010</p>	<p>Member States Stakeholders Social partners</p> <p>Stakeholders</p> <p>Member States Stakeholders Social Partners</p> <p>Member States Stakeholders</p> <p>European Commission</p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	<p>long learning programmes</p> <p>§ Enhance employability through identification of Lifelong Learning good practices and identification of the future skills needed</p> <p>§ Set up sector-specific prizes as an incentive to reward innovative developments</p>	<p>practices report addressing concrete initiatives to develop food specific qualifications and life-long learning programmes</p> <p>§ Commission, Member States, Stakeholders to explore feasibility of setting up sector-specific prizes, such as the European Food Processing Implementation Award established within the project 'HighTech Europe' and targeted towards SMEs for food processing innovations that have been developed along a knowledge transfer chain within less than 3 years.</p> <p>§ The food industry's Stakeholders to review the attractiveness of the careers it offers.</p>	<p>by end 2010</p> <p>annually</p>	<p>Member States Stakeholders European Commission</p> <p>Stakeholders Social Partners</p>
<p><u>Recommendation n°18¹⁰</u> Establish a social dialogue in the agro-food industry</p> <p><i>The High Level Group members recommend the European sectoral social dialogue as a tool of good</i></p>	<p>§ Set up a Social Dialogue committee in the agro-food industry</p>	<p>§ Social partners to take initiative to set up with a social dialogue for food industry with the help of the European Commission's services</p> <p>§ European Commission services to call a meeting with the social partners in the European agro-food industry to</p>	<p>Meeting to be called by end of 2009 Stakeholders to report on progress in 2010.</p>	<p>Social partners European Commission</p>

¹⁰ CIAA does not have a mandate for social issues and therefore cannot endorse this recommendation.

<p><i>governance.</i></p> <p><i>Upon joint request of the European social partners, the European Commission could examine their representativeness with a view to assess the feasibility of creating a Social dialogue committee in the agro-food industry.</i></p>		<p>explain the benefits of the social dialogue and to give the impetus for its setting up in this sector.</p>		
<p><u>Recommendation n°19</u> Encourage ICTs use in the agro-food industry <i>The European Commission with the cooperation of the Member States and stakeholders should establish a forum to collect and disseminate best practices aimed at a more efficient and sustainable logistics as well as a more active implementation of Information Communication Technologies (ICTs) in this particular sector.</i></p>	<p>§ Explore the feasibility of setting up a forum to collect and disseminate best practices aimed at more efficient and sustainable logistics as well as better implementation of ICTs</p>	<p>§ European Commission services to explore the feasibility of such a forum by calling a meeting between food industry stakeholders and the eBSN (eBusiness Support Network).</p> <p>§ Member States and Stakeholders to take benefit of the results of the FP7 Project CAFÉ¹¹ for improved food and feed technologies.</p>	<p>Results by 2010</p> <p>ongoing</p>	<p>European Commission Member States Stakeholders</p> <p>Member States Stakeholders</p>
<p><u>Recommendation n°20</u> Promote clarity and coherence of information to consumers <i>With the aim of enabling consumers to make informed and healthy choices, the European Commission and the Member States should take actions for</i></p>	<p>§ Take action for consumers' education on food in relation with different policies (safety, nutrition, environment, new technologies)</p>	<p>§ Actions to be defined by the Member States</p> <p>§ Member States to use the results of the FLABEL¹² project whose objective is to assess the effects of nutrition labelling on consumers in order to better understand how it</p>	<p>ongoing</p>	<p>Member States Stakeholders</p>

11 FP7 KBBE Project CAFÉ - "Computer-aided food processes for control engineering" (no website yet; info available at http://www.europartnersearch.net/eu-agri-mapping/index.php?page=FP7_results&sort=acronym)

12 FP7 KBBE Project FLABEL – "Food Labelling to Advance Better Education for Life" (info available at http://www.europartnersearch.net/eu-agri-mapping/index.php?page=FP7_results&sort=acronym).

<p><i>their education from an early age and provide further comprehensive, clear, legible and coherent information on food. The European Union, Member States and other interested parties should promote initiatives that bring together various stakeholders including the agro-food processing industry, consumers and public health experts to foster action aimed at:</i></p> <ul style="list-style-type: none"> • <i>Increasing the introduction of innovative, informed and healthy options and nutritious choices, concerning, for example, fat, sugar and salt content of processed foods;</i> • <i>Further developing and providing affordable, healthy and nutritious food</i> • <i>Providing consumers with pertinent product and nutrition information.</i> <p><i>At the same time, consumer information and especially labelling provisions specific both to food and other issues of consumer concern should take competitiveness and the integrity of the internal market into account.</i></p> <p><i>As regards new innovative technologies, public authorities in cooperation with the relevant stakeholders should provide information regarding their benefits and risks that is easily accessible and understandable by the average EU citizen.</i></p>	<p>§ Assure that consumer information, especially labelling provisions specific for both food and other issues of consumer concern, take sustainable competitiveness and the integrity of the internal market into account</p> <p>§ Promote initiatives to increase/further develop the introduction of innovative, informed and healthy options and nutritious choices</p>	<p>influences consumers' buying choices.</p> <p>§ Commission proposal on information to consumers to be successfully adopted and coherently implemented.</p> <p>§ Provide for a holistic approach in EU policies as to the impact of their labelling provisions and related education programmes.</p> <p>§ Facilitate cooperation between Member States by means of High Level Group on Nutrition and Physical Activity.</p> <p>§ Activities involving among others, the enhancement of the availability of healthier food choices to better meet consumer needs by developing a wide range of products with improved nutritional composition.</p> <p>§ Stakeholders are also involved in the Platform for Action on Diet, Physical Activity and Health. The fields for action identified:</p> <ul style="list-style-type: none"> - consumer information, including labelling; - education - physical activity promotion - marketing and advertising - composition of foods, availability of healthy food options, portion sizes. 	<p>Adoption expected by 2011</p> <p>ongoing</p> <p>Follow-up by means of reports of the High Level Group on Nutrition and Physical Activity.</p> <p>Follow-up by means of reports of the Platform.</p>	<p>European Commission</p> <p>Member States Stakeholders</p> <p>European Commission Member States Stakeholders</p> <p>Stakeholders</p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------

Research and Innovation

<p>Recommendation n°21 Enhance research and innovation efforts <i>The European Commission as well as the Member States should bring together all relevant stakeholders in the food supply chain in order to ensure that there is a farm to fork policy regarding research and development of innovative products as well as regarding the development of sustainable production and processing methods.</i></p> <p><i>The European Commission should keep the orientation of the 7th Framework Programme for Research and Technological Development (FP7) towards food-related initiatives. In addition, the agro-food industry, in cooperation with the European Commission and the Member States, should target additional funding in research and innovation. Finally, specifically for the SMEs the European Commission should simplify the procedures in order to facilitate their access to this funding scheme.</i></p>	<p>§ Keep orientation of FP7 towards food related initiatives</p>	<p>§ Continue the publication of calls for proposals targeted towards the food supply chain (following among others the Implementation Action Plan of the ETP Food for Life).</p>	<p>In the current Seventh Framework Programme (2007 – 2013)</p>	<p>European Commission European technology platforms Member States Stakeholders</p>
	<p>§ Target public and private additional funding in research and innovation</p>	<p>§ Facilitate the discussion of relevant initiatives, e.g. in the field of food and health and Sustainable Food Production/Food chain management, by taking benefit of the results of e.g. Call KBBE-2009-2-6-01: Enhanced Cooperation in food and health towards strengthening the European research area and the new Expert Group on Food and Health Research (started in December 2008)</p>	<p>Annual evaluation of the results</p>	<p>Stakeholders European Commission Member States</p>
	<p>§ Specifically for SMEs simplify procedures in order to facilitate access to funding schemes</p>	<p>§ This action has already been achieved by means of the Participant Portal, as a single entry point of interaction with the Research Directorates-General of the European Commission as well as by means of the CORDIS Practical Guide to EU Funding Opportunities for Research and Innovation as updated (6/02/2009) ftp://ftp.cordis.europa.eu/pub/</p>		<p>European Commission European technology platforms Member States</p>

		fp7/docs/practical-guide-rev2_en.pdf		
<p>Recommendation n°22 Better use the instruments available in research and innovation policy <i>The Member States and the food supply chain stakeholders should fully support the initiative of the European Institute of Innovation and Technology (EIT). At the same time, the HLG invites the EIT to set up specific research programs within its organization related to the agro-food industry. Finally, a network between the EIT and national clusters should be created as a means to improve relationships between food producers, education and public research.</i></p> <p><i>The European Commission should continue to offer public recognition to all relevant European Technology Platforms (ETPs). More consideration should be given to the conclusions issued by the ETPs when designing science and innovation based policies. In addition, the European Commission in cooperation with the Member States should continue its Competitiveness and Innovation Programme through, inter alia, dissemination of innovation in the agro-food sector, particularly towards SMEs.</i></p>	<p>§ Support the initiative of the European Institute of Innovation and Technology</p> <p>§ European Institute of Innovation and Technology should set up within its organization specific programs related to agro-food industry</p> <p>§ Create a network between a Knowledge and Innovation Community and national clusters to improve relationships between food producers, education and public research</p> <p>§ Give more consideration to conclusions issued by European Technology Platforms</p>	<p>§ Follow up the publication of call for proposals and the development of the Knowledge and Innovation Communities (KICs).</p> <p>§ EIT, upon receiving proposals from the food industry, to evaluate the feasibility of setting up a food-related KIC.</p> <p>§ Stakeholders and national clusters to identify a KIC through which the relations between the food producers, education and public research could be improved.</p> <p>§ Make better use of achievements of the technology platform Food for Life and existing projects such as TRUEFOOD. Reflect this in the appropriate call for tenders and call for proposals, as it has been already the case in the Work Programme of the European Commission Research Directorate-General.</p>	<p>The first KICs to be set up beginning of 2010</p> <p>ongoing</p> <p>As soon as the KICs are established (beginning 2010)</p> <p>On an annual basis, to be reflected in the Work Programme of the DG Research</p>	<p>Stakeholders Member States ETP Food for Life</p> <p>EIT Stakeholders</p> <p>Stakeholders</p> <p>Member States ETP for Life National Technology Platforms</p>

<p><i>The stakeholders and the Member States should take advantage to a greater extent of other research funding initiatives, such as the European Research Area Net (ERA-NET).</i></p>	<p>§ Encourage greater investment in training of scientists for the necessary research in innovation to improve agro-industry productivity.</p>	<p>§ Raise awareness of different funding mechanisms available (such as Marie Curie). § Use the benefits of the networks of excellence as well as participate in the next call for training of scientists KBBE-2008-2-3-03: Training and career development for future scientists.</p>	<p>by 2010</p>	<p>European Commission Member States Stakeholders Stakeholders Member States</p>
<p><u>Recommendation n°23</u> Support development of new food technologies <i>The European Commission along with the Member States should strive to facilitate the development of new food processing technologies, biotechnology, converging and environmental-friendly technologies that have been scientifically proven as safe for consumers by ensuring the necessary public research funds and public research programmes in the field of new technologies.</i> <i>Where necessary the Member States and the stakeholders encourage the European Commission to propose and ensure adequate and efficient authorisation procedures for new technologies, such as nanotechnology. Moreover, the same actors should strive further to develop communication with consumers in</i></p>	<p>§ Facilitate development of new food processing technologies, biotechnology, converging and environmental-friendly technologies by ensuring the necessary public research funds and programmes</p> <p>§ Propose and ensure adequate and efficient authorisation procedures for new technologies</p>	<p>§ European Commission to publish call for proposals related to Key Thrust 2: "Build consumers trust in the food chain" of the ETP Food for Life Implementation Action Plan.</p> <p>§ European Commission to seek a solution for the acceleration of the approval procedures of Novel Foods as well as other biotechnology procedures.</p>	<p>In the current Seventh Framework Programme (2007 – 2013)</p> <p>ongoing</p>	<p>European Commission</p> <p>European Commission</p>

<i>order to build confidence towards these new technologies.</i>				
------------------------------------------------------------------	--	--	--	--

Trade and exports

<p><u>Recommendation n°24</u> Pursue the objective of reaching a WTO balanced agreement <i>Reaching a comprehensive, ambitious and balanced WTO agreement should remain a trade policy priority for the European Union so as to improve the international trade framework and achieve a level playing field with third countries.</i></p>	<p>§ Improve the international trade framework and achieve a level playing field with third countries by means of comprehensive, ambitious and balanced outcome of WTO negotiations</p>	<p>§ The European Commission services to maintain a broad perspective regarding stakeholders' interests when negotiating in the framework of the DDA and the stakeholders to provide the necessary input for the negotiations.</p> <p>§ Given the present standstill of the DDA negotiations, ensure that the agro-food sector is targeted in any survey for protectionist measures carried out by the WTO and other international bodies in the context of the current financial crisis</p> <p>§ The European Commission to argue for a better implementation of a system of transparency at WTO level, in particular for NTBs where regulatory issues play a key role for market access.</p>	<p>According to the WTO negotiations roadmap.</p>	<p>European Commission</p>
<p><u>Recommendation n°25</u> Seize market opportunities by means of bilateral trade negotiations <i>The European Commission should</i></p>	<p>§ Continue to explore opportunities to address trade issues bilaterally with important partners</p>	<p>§ The European Commission to continue with its agenda for trade agreements at the multilateral, regional and bilateral levels.</p>	<p>ongoing</p>	<p>European Commission</p>

<p><i>ensure that during the bilateral negotiations the offensive interests of the European agro-food industry are equally taken into consideration as those of other industries. The uptake of European standards at international level should be promoted in the same framework so as to achieve convergence and international harmonization. At the same time, a sector-specific approach is needed to take into account particularly offensive and defensive interests.</i></p> <p><i>It is necessary to conclude the currently on-going Free Trade Agreement (FTA) negotiations with South Korea, India, Ukraine, ANDEAN countries, ASEAN countries and Central American countries with the objective of reaching a favourable conclusion that enhances the development and competitiveness of the European agro-food industry where the WTO did not already make it possible.</i></p> <p><i>The European Commission should explore opportunities and address trade issues bilaterally with other important trade partners, such as China, Russia, Mercosur, Canada, Japan and Norway as well as Mediterranean countries especially</i></p>	<p>such as China, Russia, Mercosur, Canada, Japan, Norway</p> <p>§ Adopt a sector-specific approach both for offensive and defensive interests by means of transparency, early warning and regulatory dialogue</p> <p>§ Address tariff and non-tariff barriers as well as promote European standards at international level in the framework of bilateral negotiations, as well as prevent protectionism and secure increased market access and transparency</p> <p>§ Promote the uptake of international standards</p>	<p>§ The Commission services to take into account the interests of the agro-food sector and other stakeholders in bilateral negotiations and stakeholders to provide the necessary input.</p> <p>§ Commission services to continue to tackle such obstacles to trade in the TBT and SPS fields.</p> <p>§ European Commission to enhance its efforts to promote the EC regulatory approach in International Standards Setting Bodies</p>	<p>Annual meeting with the agro-food industry stakeholders</p> <p>Annually, in the regular bilateral meetings with third countries</p> <p>ongoing</p>	<p>European Commission</p> <p>European Commission</p> <p>European Commission</p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------

<p><i>where those would deliver better market access improvements than the on-going multilateral negotiations.</i></p> <p><i>The European Commission should address tariff- and non-tariff barriers actively and in a coordinated manner in the framework of the bilateral negotiations with the aim to prevent protectionism and secure increased market access and transparency.</i></p> <p><i>The European Commission should promote the uptake of international standards, such as CODEX Alimentarius Standards (CODEX), the International Plant Protection Convention (IPPC), the World Organization for Animal Health (OIE) in bilateral relations and negotiations and should whenever possible negotiate further convergence of standards.</i></p>				
<p><u>Recommendation n°26</u> Better promote international trade standards <i>The European Commission, in cooperation with the Member States, should promote the legal framework for harmonized international standards (sanitary and phytosanitary provisions) which address issues such as food safety (e.g. CODEX) or fair</i></p>	<p>§ Promote legal framework for harmonized international standards which address issues such as food safety or fair practice in the food trade at global level.</p>	<p>§ Commission's efforts to promote community standards in CODEX will continue, building on the progress achieved since acceptance of the EC membership in 2003.</p> <p>§ Support efforts to make the standard setting process more efficient.</p>	<p>ongoing</p>	<p>European Commission Member States</p>

<p><i>practice in the food trade at a global level. In the same context, it should encourage European legislative requirements such as those for animal welfare, food safety and environmental protection at international level so as to achieve a level playing field while taking into account growing societal expectations. Where problems of implementing or legislating on standards are acknowledged due to lack of resources within the third countries public administrations, the European Commission should provide a higher degree of assistance through capacity building.</i></p> <p><i>The European Commission should further support the respect of international standards during the bilateral negotiations so as to overcome unjustified technical barriers to trade.</i></p>	<p>§ Provide a higher degree of assistance through capacity building to third countries public administrations</p>	<p>§ Initiatives have been recently launched to strengthen capacity building and technical assistance, such as: Better Training for Safer Food (BTFS) programme. This programme provides regional workshops and sustained training missions in third countries on European food and feed legislation, animal health and welfare and plant health rules.</p> <p>§ Technical assistance efforts are being substantially upgraded, including BTFS and Aid for Trade initiatives and especially the Economic Partnership Agreements (EPAs) with ACP countries.</p>	<p>ongoing</p>	<p>European Commission Member States</p>
<p><u>Recommendation n°27</u> Enhance respect of intellectual property rights by third countries <i>The European Commission should establish a market surveillance mechanism to ensure that third countries adhere to brand registration and protection regulation so that the existing intellectual property rights are effectively implemented. In</i></p>	<p>§ Establish a market surveillance mechanism of counterfeiting to ensure that third countries comply with their international obligations in respect of intellectual property rights protection.</p>	<p>§ European Commission to explore the feasibility of setting up a market surveillance mechanism</p> <p>§ Improve TRIPS agreement in WTO negotiations and establish provisions regarding counterfeiting in bilateral trade agreements</p>	<p>By 2010</p> <p>ongoing</p>	<p>European Commission</p>

<p><i>addition, national organisations representing producers could be set up in Member States where they do not currently exist, with the task of confirming and reporting protected designation of origin (PDO) and protected geographical indications (PGI) counterfeiting both in the country of pertinence and in other Member States.</i></p> <p><i>In the WTO- negotiations the European Commission should seek to reinforce the existing TRIPS agreement. At the same time provisions regarding counterfeiting should be established in the bilateral trade agreements. Moreover, it should also consider promoting the bilateral dialogue between EU and those non-EU countries that are large importers of economically significant PDO/PGI products in order to secure better protection for PDO/PGI.</i></p>	<p>§ Set up national organisations representing producers with the task of reporting PDO and PGI counterfeiting</p>	<p>§ Member States and stakeholders to explore the feasibility of setting up national organisations.</p>	<p>by 2011</p>	<p>Member States Stakeholders</p>
<p><u>Recommendation n°28</u> Define better the position of European agro-food industry in global market <i>The launching of a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis would be welcomed as it will help defining the position of the European agro-food industry in the global market with the objective to</i></p>	<p>§ Launch a SWOT analysis to assess the position of the European agro-food industry in the global market</p> <p>§ Consider, if appropriate, the improvement of the support of promotion activities given to</p>	<p>§ Stakeholders and European Commission to investigate the feasibility of launching a SWOT analysis and evaluate the results.</p> <p>§ Depending on the evaluation of results, European Commission to take the necessary actions.</p>	<p>SWOT analysis to be launched by end 2010. Results to be made available by 2011</p>	<p>Stakeholders European Commission European Commission</p>

<p><i>target export promotion strategies and international negotiations based on the specific opportunities.</i></p> <p><i>According to the result of the abovementioned analysis and whenever it is appropriate, the European Commission should consider improving the support given to exporting companies under the EU agro-trade policy, in particular, with respect to promotion to consumers in third countries:</i></p> <ul style="list-style-type: none"> <i>• In view of the fact that most goods exported are branded products, review the regulatory conditions so as to introduce the possibility of showing branded products in trade fairs and exhibitions during public/private trade mission.</i> <i>• Simplify the procedures required, such as the amendment of the initial program, the monitoring of payments, etc.</i> <i>• Facilitate cross-country programmes' management.</i> 	<p>exporting companies under the EU agro-trade policy</p>			
<p>Recommendation n°29 Simplify customs formalities</p> <p><i>Member States in cooperation with the European Commission should create a “single window” for all types of customs communication, including where applicable sanitary and phytosanitary aspects, with the aim of</i></p>	<p>§ Create a single window for all types of customs communication</p> <p>§ Promote a common implementation framework to ensure harmonized interpretation of the Modernized</p>	<p>§ European Commission to define a strategy on single window communication.</p> <p>§ European Commission to issue on a regular basis explanatory notes and guidelines.</p>	<p>by end of 2009</p> <p>ongoing</p>	<p>European Commission Member States</p> <p>European Commission</p>

<p><i>eliminating possible costs and barriers to trade arising from multiple procedures that have to be independently undertaken. This must be accompanied by measures to allow for an open exchange between all concerned national regulatory bodies so that the information submitted by traders is transferred from the “single window” to all administrations concerned.</i></p> <p><i>Both the European Commission and the Member States should promote a common implementation framework to ensure harmonized interpretation of the Modernized Customs Code across the 27 Member States and to improve the functioning of the Inward Processing Regime (IPR), while taking into account users’ and producers’ interests.</i></p>	<p>Customs Code</p>			
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------	--	--	--

<p><u>Recommendation n°30</u> Promote a sector-specific approach for the rules of origin <i>The European Commission should introduce a sector-specific approach for the rules of origin of the agro-food sector by creating specific rules at chapter or heading level, or even more specific level, when appropriate, of the Common Customs Tariff Classification, based on sufficient transformation and processing, which includes different criteria taking into consideration the economic situation.</i></p>	<p>§ Introduce sector-specific approach for rules of origin of the agro-food sector in all European trade agreements</p>	<p>§ European Commission to include this approach in the forthcoming reform of rules of origin to be applied in the context of the Generalised System of Preferences.</p>	<p>ongoing</p>	<p>European Commission</p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------	----------------------------