

EMB calls for courage by the Commission for its proposals of the dairy sector

The Agricultural and Rural Convention reveals its own vision, on the day that the Commission's proposals for the CAP reform are published

Hamm, Brussels, November 18, 2010 – The **Agricultural and Rural Convention 2020 (ARC)** has today submitted to the European Commission and Parliament its proposals for a radical review of policies for agriculture and rural development; and has called upon the Commission to be courageous in pursuing its vision for the future of the Common Agricultural Policy.

European Milk Board (EMB) is a supporter of the ARC communication.

ARC calls for a new **European Food, Agriculture and Rural Policy**, with objectives which go beyond those stated in the Treaty of Rome. These objectives would embrace food security, food quality and public health as well as sustainable standards in agriculture, fair incomes for farmers, protection of the environment, mitigation of climate change, strengthening of the rural economy, and the well-being of rural communities.

ARC proposes that this Policy should be implemented through two funds - the **European Agricultural Fund** focused on food and farming; and the **European Rural Fund**, focused on the wider rural economy and territorial development. ARC calls for a **paradigm shift** from industrialised agriculture towards sustainable farming everywhere in the EU, which builds on the regional and local diversity of farming and economies, makes far lighter use of non-renewable resources, respects animal welfare, puts good agronomic sense and agro-ecological innovation at the heart of farming decisions, and achieves a wide range of positive environmental, social and economic outcomes.

EMB calls for courage for the future of the dairy policy

EMB cautiously welcomes the Commission's communication. Its proposals for greater equity in distribution of farm supports and towards greater emphasis on environmental and social benefits are positive. But important aspects of policy of agriculture are stated in rather general, and even opaque, language. Romuald Schaber, president of EMB: „**EMB calls for a more considered approach to food supply management, transparency, strengthening of the bargaining power of farmers and fairness of trade within the EU and worldwide. Remunerative prices are the basic condition of sustainable agriculture in all regions of Europe and an assured supply of fresh food of high quality for the whole population.**“ This knowledge needs to be reflected in the CAP reform and the announced reform of dairy policies integrating concrete framework conditions for the food and agricultural markets.

EMB does not only call on the Commission to be courageous, but also the EU-Parliament and the member states to assume their responsibility for the future of agriculture, food and the rural areas in Europe.

Contact:

Romuald Schaber, president of EMB, Germany is in Brussels today to hand over the ARC communication to Commissioner M. Ciolos and will be available for interviews at the European Parliament

0049/1603524703 (German, translator possible)

Sieta van Keimpema, vice-president of EMB, Netherlands, is available for interviews on the phone 0031/612168000 (English, Dutch)

Willem Smeenk, board member of EMB, France, is available for interviews on the phone 0033/ 686436156 (French, Dutch, English)

Please find attached the ARC communication and its summary.



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