

17.06.2025

European Milk Board welcomes the strong emphasis on market regulation in Good Food Good Farming's Joint proposals of national agrifood coalitions position paper

The European Milk Board expressly welcomes that the important role of market regulation has been strongly emphasised in the latest position paper by Good Food Good Farming's - *Joint proposals of national agrifood coalitions for the CAP post-2027*.

As the authors of the position paper accurately state: Prioritising low-cost production for competitiveness in global markets has undermined sustainability by driving down food and farming standards and squeezing farm incomes. Real sustainability requires that EU farmers are paid fair prices that cover the true costs of meeting high environmental, animal welfare, and social standards. Therefore, competitiveness should no longer take precedence over the CAP's social and environmental policy objectives. (...) Market regulation is a precondition for the acceptance and functioning of environmental, animal welfare, generational, and gender-based measures. By ensuring fair and stable prices, it reduces economic insecurity, enabling farmers to earn a fair income from selling their products and to plan long term.

The EMB expressly supports the coalition's demands that address:

- effective market regulation to reinstate balance in agricultural markets and to ensure fairer, more stable prices
- adaptation and introduction of new regulatory measures within the framework of the Common Market Organisation that should make payment of cost-covering prices the norm
- flexible market management
- compulsory contracts between buyers and producers in all Member States that stipulate price, volume, quality and duration, and apply to cooperatives as well, and
- an early-warning system for market risks for all sectors of agricultural production as well as crisis instruments that include temporary compulsory production reduction.

As the EMB underlines, the coalition's clear, constructive reference to market regulation is very important because the above-mentioned instruments and measures are necessary to strengthen the economic position of all farmers across Europe in the long-term and to secure food sovereignty in the European Union.

[<<< back](#)