

Case studies and good examples on Sustainability Agreements

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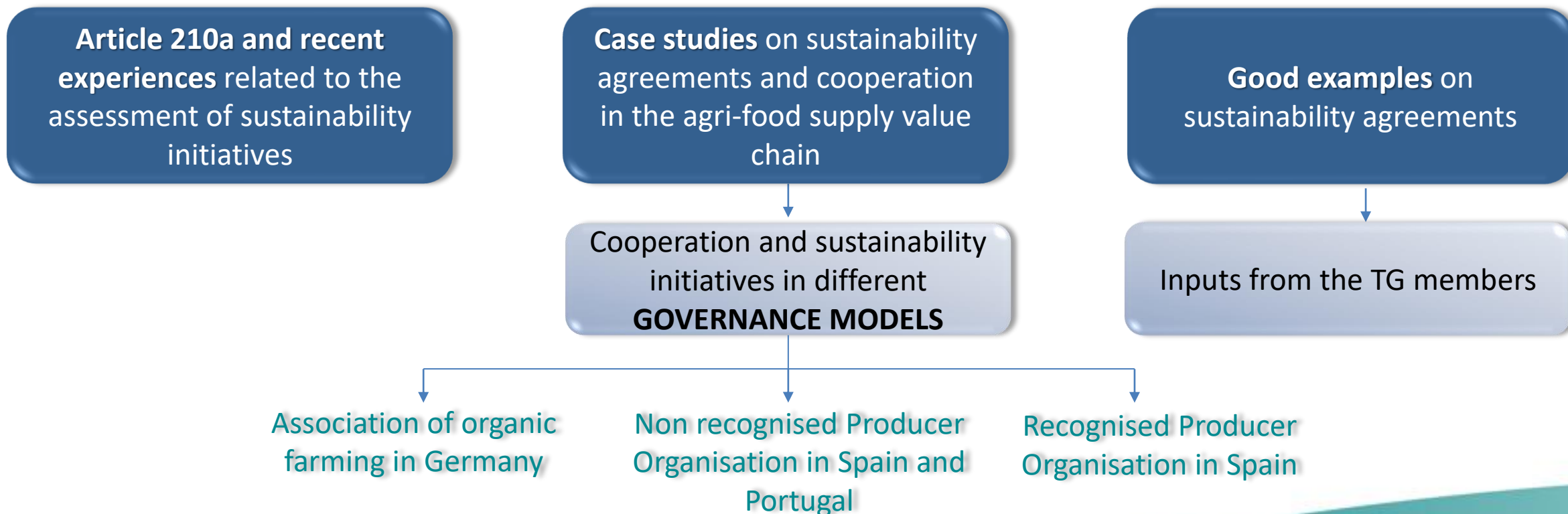
Brussels



#SustainableFoodChains

Competition law and the agri-food sector

Content of this presentation



Article 210a and recently experiences related to the assessment of sustainability initiatives

Experiences in Germany

Initiative Tierwohl

- Agreement between the agricultural, meat production and food retail sectors.
- A key component of the initiative is paying participating livestock owners a standard premium for animal welfare.
- The initiative is mainly financed by the four largest food retailers in Germany: EDEKA, REWE, Aldi and the Schwarz Group.

QM+ Milch

- Labelling of products which fulfil the animal welfare criteria set by the QM+ programme.
- To improve animal welfare in milk production, along the lines of the “Initiative Tierwohl” in the cattle fattening sector.
- Financing of the additional costs incurred through a so-called animal welfare surcharge payable to farmers.
- Presented by QM-Milch e.V., Germany.

Agrardialog Milch

- Surcharges in favour of the raw milk producers without improved sustainability in the milk sector.
- Sustainability does not play a role in the financing model.
- It was not acceptable under competition law.

The German Cartel Office tolerates the introduction of these agreements

The German Cartel Office points out limits of competition law

Case studies of cooperation and sustainability initiatives in different governance models

Association of organic farming
in Germany



Association of Producers,
manufacturers, traders, retailers and
restaurants in the organic sector



Non recognised Producer
Organisation in Spain and Portugal



Cooperative of Cooperatives of olive oil,
livestock, cereals and almonds



Recognised Producer
Organisation in Spain



Cooperative of cherries, chestnuts
and figs in Spain



BIOLAND e.V. Association for Organic - Biological Farming in Germany

Sustainability agreements which were able to be achieved before the Article 210a of the CMO came into force.

- Bioland e.V. is a community of shared values for the benefit of people and the environment. It is a voluntary standard.
- 8700 producers (farmers, growers, beekeepers) and 1400 partners (processors, manufactures, traders, retailers and restaurants) producing according to the Bioland guidelines.
- Certification in all levels by an accredited certification body.

Relevance of the Article 210a of the CMO to implement more initiatives for sustainability.

- A sustainable agriculture cannot be provided with “no charge”.
- Small producers don't have the opportunity to compensate non-cost-covering sales and extra cost in the production of products according to sustainability production methods.

Sustainability initiative which is able to be introduced under the Article 210a CMO.

- Sustainability Agreement “**Added Value Assurance System Bioland Milk**”: the production method fulfilling and going beyond the EU organic requirements, and aims to achieve all the objectives defined by the Article 210a of the CMO.
- The milk producers receive a compensation amount for the milk produced according to sustainable Bioland standards.



Sustainability Agreements in the agri-food supply value chain

DCOOP Non-recognized Producer Organization

DCOOP sustainable production model

- Profitability for the farmers.
- Health and quality production for consumers and people.
- Respect and care for the environment.

Sustainability agreements:

- Energy cogeneration factory.
- Goat Milk Industrialisation.
- Revalorisation of almond waste.
 - Circular economy.

Research & Development sustainability projects

(e.g. animal feeding from the organic waste of almonds)



Sustainability Agreements in the agri-food supply value chain

COOP CAMPO DE NAVACONCEJO Recognized Producer Organization

Sustainability Agreements in Recognised Producer Organisation

(Sustainability objectives defined by the regulation to fulfil with the application of the Operational Programmes)

Good Agricultural Practices Standard: GLOBALG.A.P. standard, PDO and Organic

(Less pesticides and fertilisers, water and soil management, responsible farming practices)

R&D for the development of new
varieties

Standardisation

Logistics



What can we learn from the cases studies?

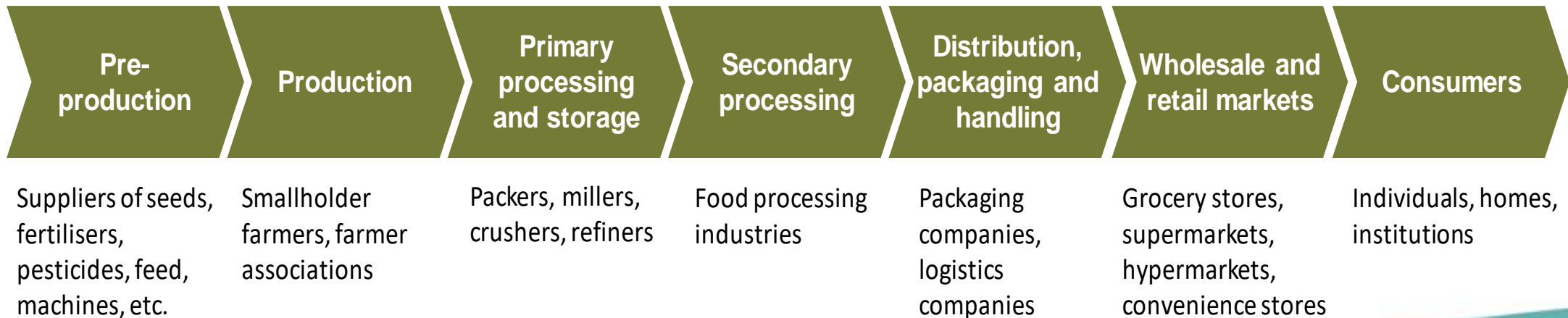
These case studies illustrate how sustainability agreements can be successfully executed (1)

Collective actions need to take into account the limits and boundaries that the competency law sets.



Good examples of Sustainability Agreements

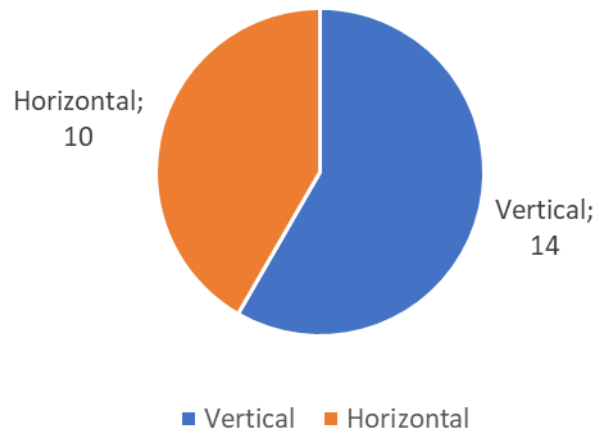
The examples of sustainability agreements, based on the TG expert inputs, illustrate different types of possible collective action around sustainability in the agri-food supply value chain



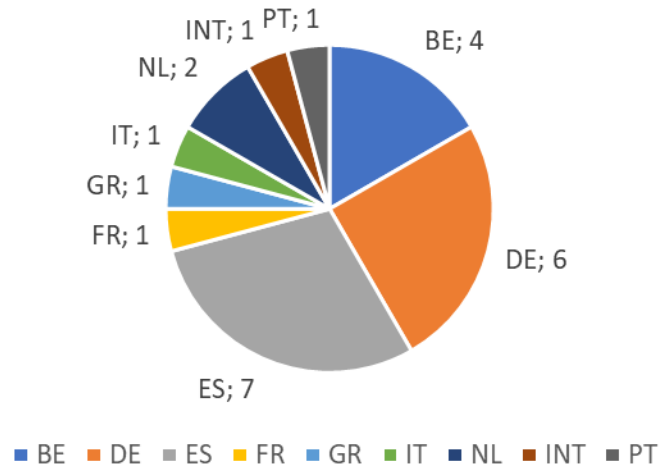
Good examples on Sustainability Agreements

Good examples of sustainability agreements, based on the TG expert inputs

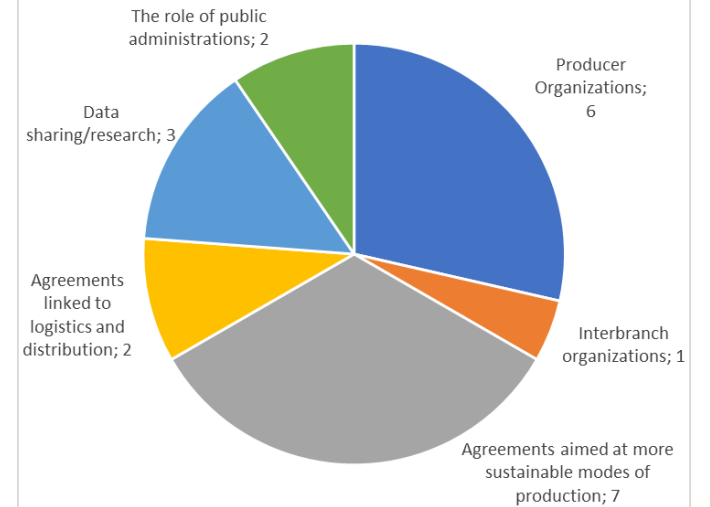
Good examples by type (24 in total)



Good examples by Member State (8 MS)



Governance models



Most of the examples covers more than one Member State.

Good examples on Sustainability Agreements

Governance models of the sustainability agreements, based on the TG expert inputs.

Producers
Organisations
(PO)

Interbranch
Organisations
(IBO)

Agreements
aimed at more
sustainable
modes of
production

Agreements
linked to
logistics and
distribution

Data sharing /
research

The role of
public
administrations

Good examples on Sustainability Agreements

Covenant mediated Feed, Belgium.

Coops promoting the adoption of organic farming among its associates in Spain.

Innomiel Supra Regional Operative Group, Spain.

Tagus-Salor-Almonte Shepherds School – Cooprado Foundation, Spain.

Sustainability agreement between the Belgian Feed sector and the Flemish government.

Belbeef standard, Belgium.

Bioland Association for Organic Agriculture, Germany.

Naturcode Smart Label, Spain.

Continente Producers Club, Portugal. Sonae MC closer to national producers.

Interbio Nouvelle-Aquitaine, France.

Retail Soy Group, Retailers' Palm Oil Group, International.

Value Assurance System Bioland Milk, Germany.

Terra Vita – Agricultural Tradition and Biodiversity certification, Greece.

DCOOP, Spain.

Filiera Italia (Coldiretti).

Hofglück, Germany. EDEKA and the German Animal Welfare Association.

VIÑAOLIVA - Alcohol factory in Spain.

Beter voor Koe, Natuur en Boer, (Better for Cow, Nature and Farmer). The Netherlands. Dutch retailer Albert Heijn and Royal.

Innovaciones Subbetica, Spain.

Lidl Germany has a partnership with Bioland.

The enteric emission agreement in Flanders, Belgium.

Thank you for your attention

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