

Brussels, 26. January 2016

Meeting Interbev France

Participants: Mr Pages, Director General Interbev
[Art. 4.1(b)], Interbev
[Art. 4.1(b)], Interbev
[Art. 4.1(b)]
[Art. 4.1(b)], avocats, Alinea Bruxelles/Paris

DG J.L. Demarty
[Art. 4.1(b)]
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Interbev had already submitted a position paper to describe their concerns about potential effects of a TTIP Agreement on the EU beef market.

A liberalisation of the trade would have disastrous effects, according to the association, but also a quota may have significant effects on prices and on profitability of French producers, if the quota would be filled with high value cuts only.

Director General assured the visitors that these issues are well known and taken into account. The Commission is aware that beef is a sensitive product. [Art. 4.1(a) third indent and art. 4.3 first paragraph.

Interbev expressed concern that additional concessions will become necessary also towards Australia, New Zealand and Brazil, adding to the pressure on EU producers. Commission took note.

Marketing strategies aimed at differentiation will provide opportunities also for EU producers to serve niche markets seeking grass-fed beef or particular origins or breeds. This view was shared by the association.

Opening export markets was another subject of discussion. The Commission reported on recent initiatives to enhance cooperation between Member States, industry and Commission and invited Interbev to make proposals for concrete actions. DG TRADE can support the opening of markets while trade promotion is a task for DG AGRI and Member States.

Both sides agreed that current and future bilateral Agreements with ASEAN countries will open new opportunities for EU beef exports. Commission, Member States and industry should intensify and coordinate efforts to resolve issues around BSE, bluetongue or regionalisation with these countries that may develop into interesting export markets.