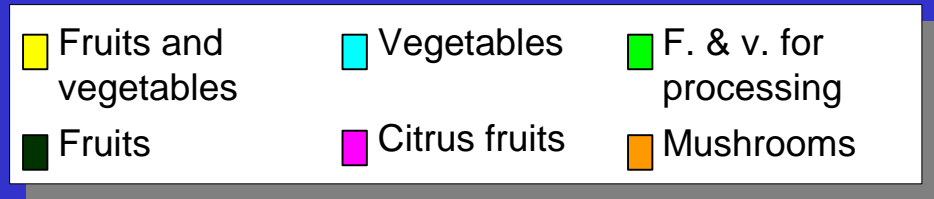
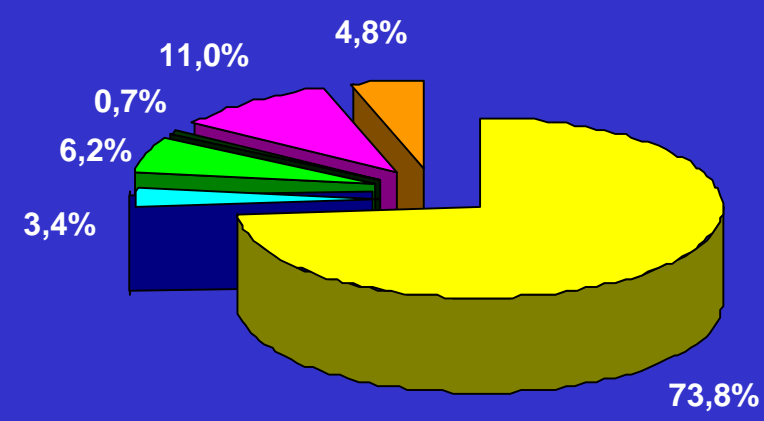


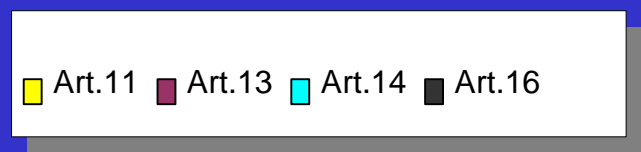
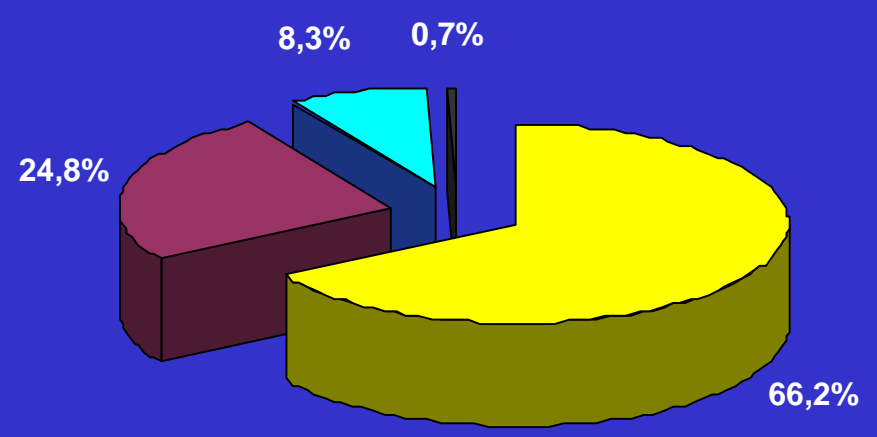
4 ANNI DI OCM SETTORE ORTOFRUTTA
LE ESPERIENZE E LE PROPOSTE DELLE OP ITALIANE

PRODUCERS ORGANIZATIONS IN ITALY

SECTORS OF ACTIVITY

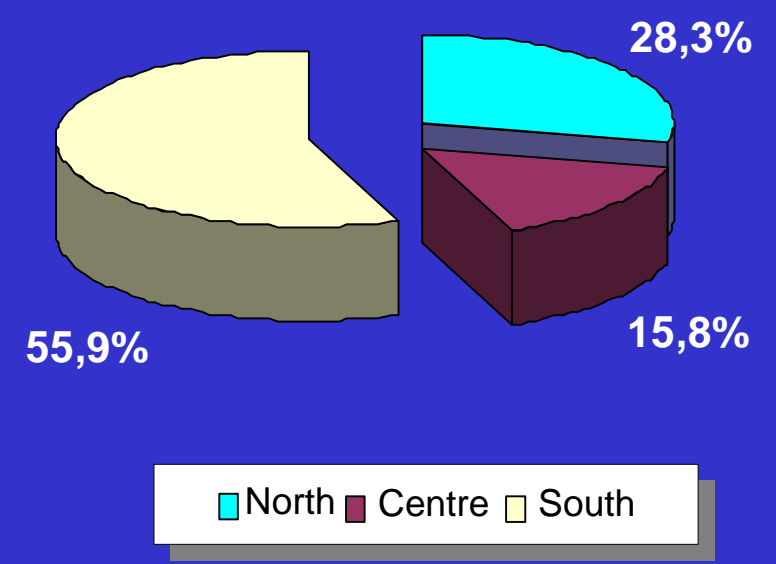
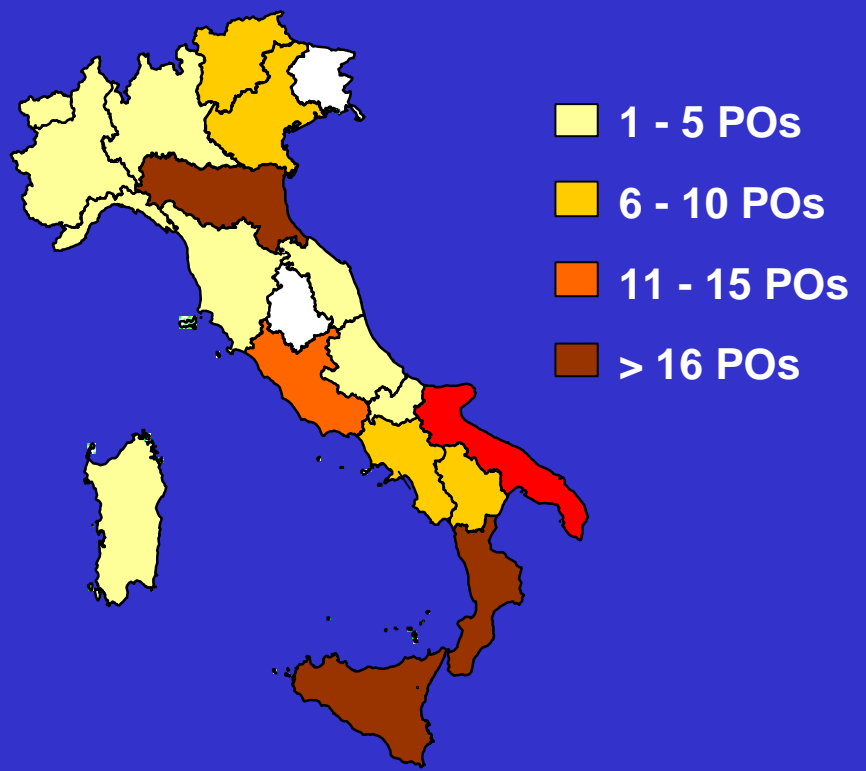


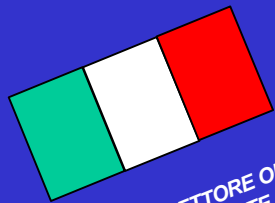
RECOGNITION CATEGORY



Bruxelles, 2-3 October 2000

NUMBER AND DISTRIBUTION



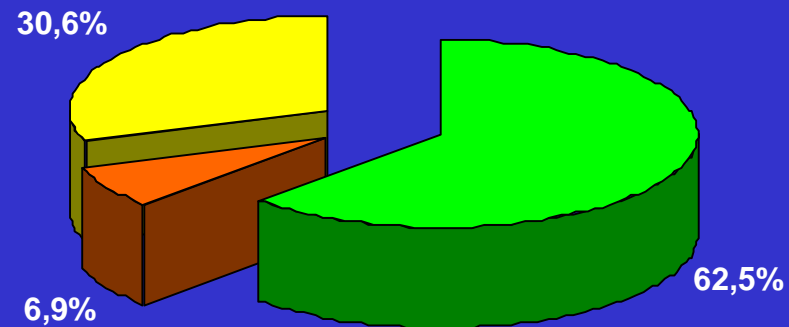


4 ANNI DI OCM SETTORE ORTOFRUTTA
LE ESPERIENZE E LE PROPOSTE DELLE OP ITALIANE

MARKET VALUE OF PRODUCTS COMMERCIALISED BY POs (Euro)



- 1 - 50 MIL
- 51 - 100 MIL
- 101 - 150 MIL
- 151 - 200 MIL
- 201 - 250 MIL
- > 500 MIL



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STRENGTHS

- **Direct relationship with members;**
- **The best system for the reorientation of the basic rules of the market organization;**
- **Presence on the most important markets for fresh and processed products;**
- **Control of quality parameters.**
- **Products commercialised within quality standards;**
- **Specialization and market segmentation;**
- **The most important companies of the sector are Producers Organizations;**
- **There is a process of integration and merging between POs.**

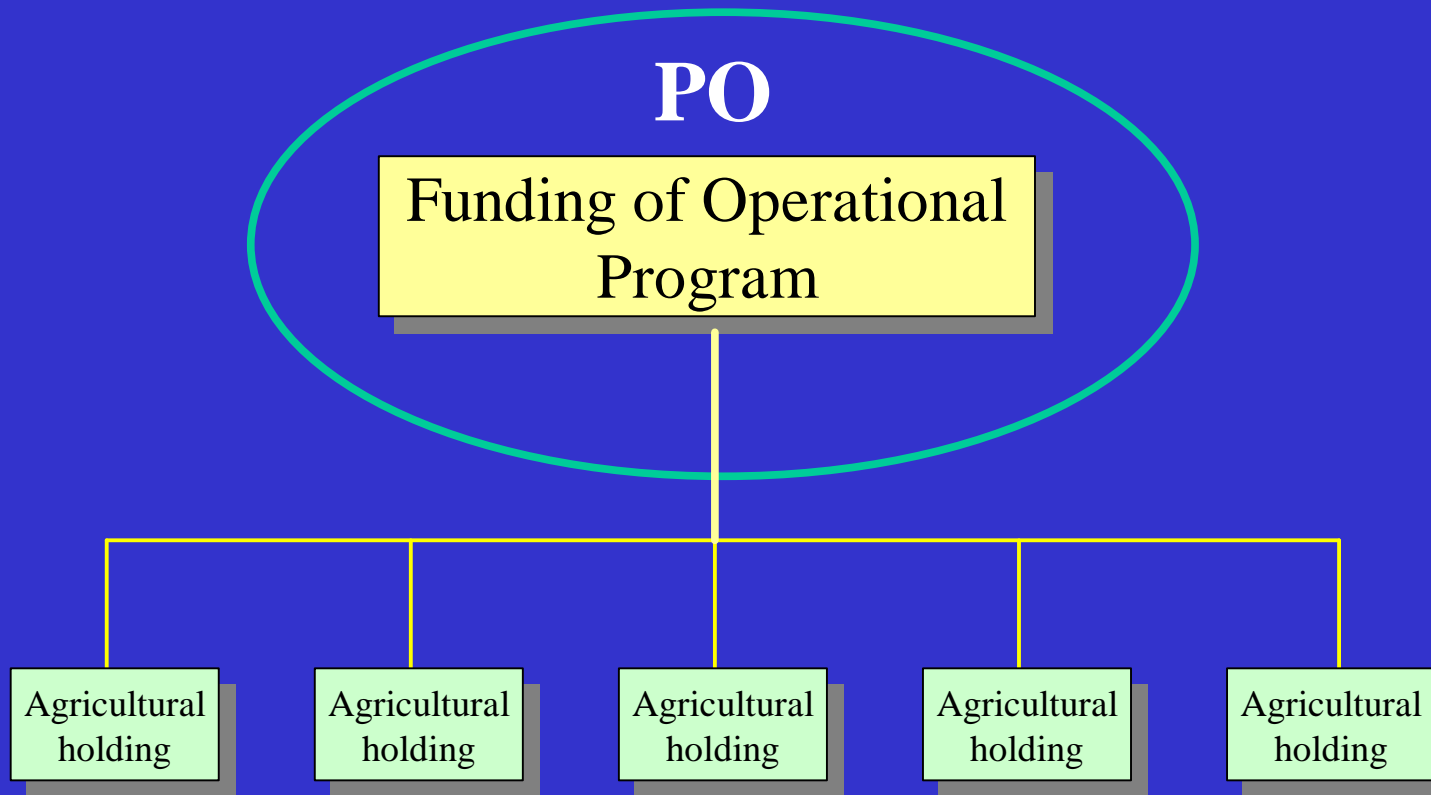
CRITICAL POINTS

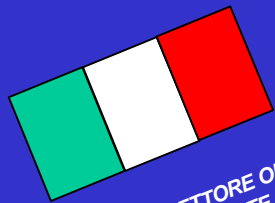
- **Finance side (uncertainty, ineffective system of support);**
- **Limited synergy with other Community policies concerning the sector;**
- **Complicated operational and legal procedures;**
- **Structural weakness.**



4 YEARS OF FRUITS & VEGS MARKET ORGANISATION
experiences and proposals by Italian POs

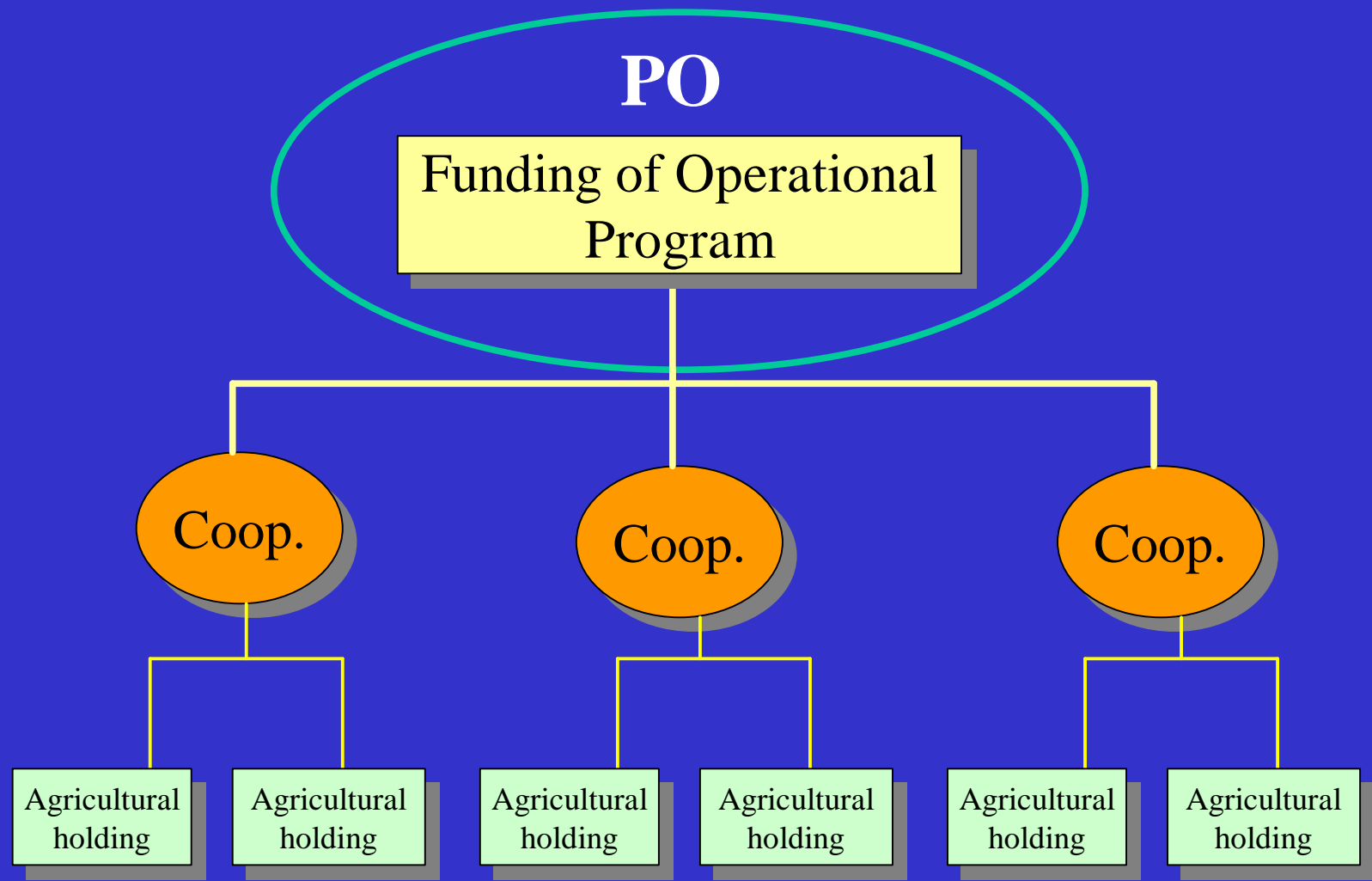
1° LEVEL PO

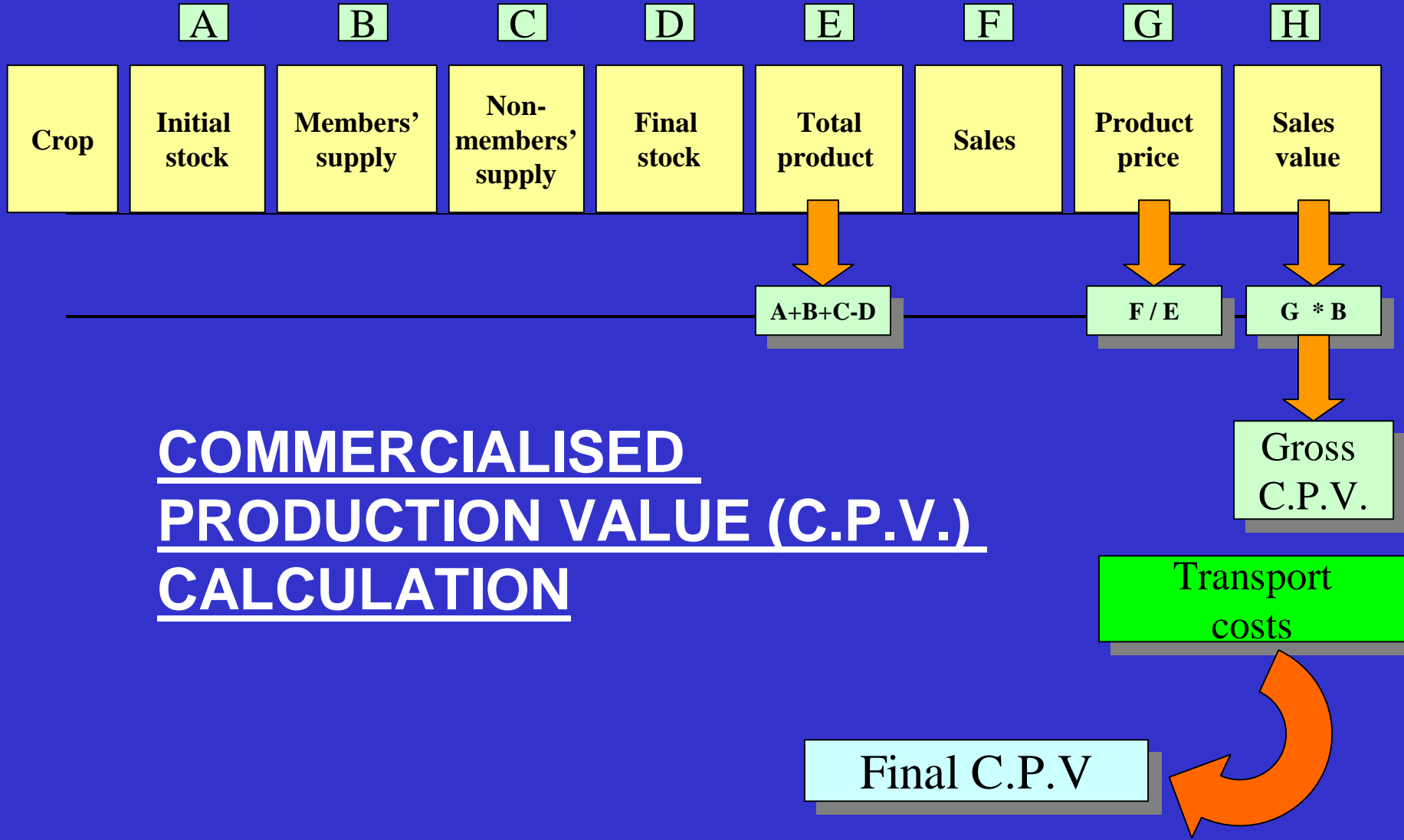




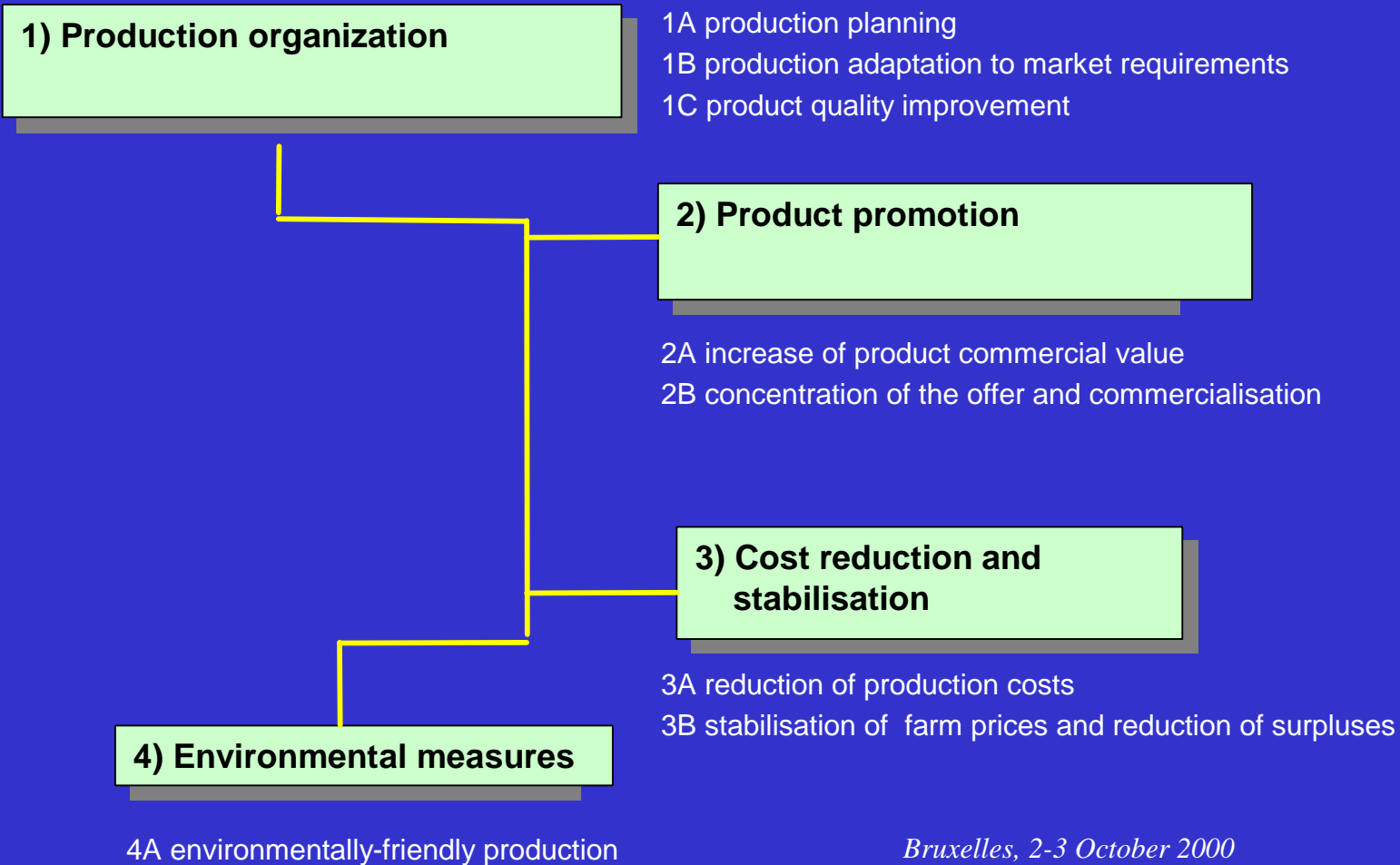
4 ANNI DI OCM SETTORE ORTOFRUTTA
LE ESPERIENZE E LE PROPOSTE DELLE OP ITALIANE

II° LEVEL PO





THE MEASURES OF THE OPERATIONAL PLANS



THE MOST SUCCESSFUL MEASURES

- **Renovation of orchards and crop / cultivar conversion**
- **Quality improvement pre- and post-harvesting**
- **Environmental measures**

OBJECTIVES FOR THE FUTURE

- To reinforce and to create POs and PO associations;
- To develop relationships with POs from other Member States;
- To expand fruit board experiences;
- To implement commercial development plans for high quality products (common labels);
- To carry on conversion and adaptation plans through patent acquisition;
- To improve the fruit and vegetable register;
- To develop logistics.

OUR PROPOSALS

- EC support to POs equal to at least 4,5% of the commercialised production value;
- Higher support to POs and PO Associations that are located in disadvantaged areas;
- Simpler operational procedures;
- Global harmonisation and revision of EC regulations in order to have a single regulation;
- Measures by art.17 of Reg. CE 2200/96;
- Ministry of Agriculture request for power of substitution;
- Procedures aimed at a more flexible management of surpluses.

(following)



OUR PROPOSALS

- **Present measures should be funded also in future Operational Plans;**
- **Commercial promotion of common labels;**
- **Proceeding of the final cost statements within 90 days from the presentation;**
- **Overheads limited to 2% of the Operational Plan.**