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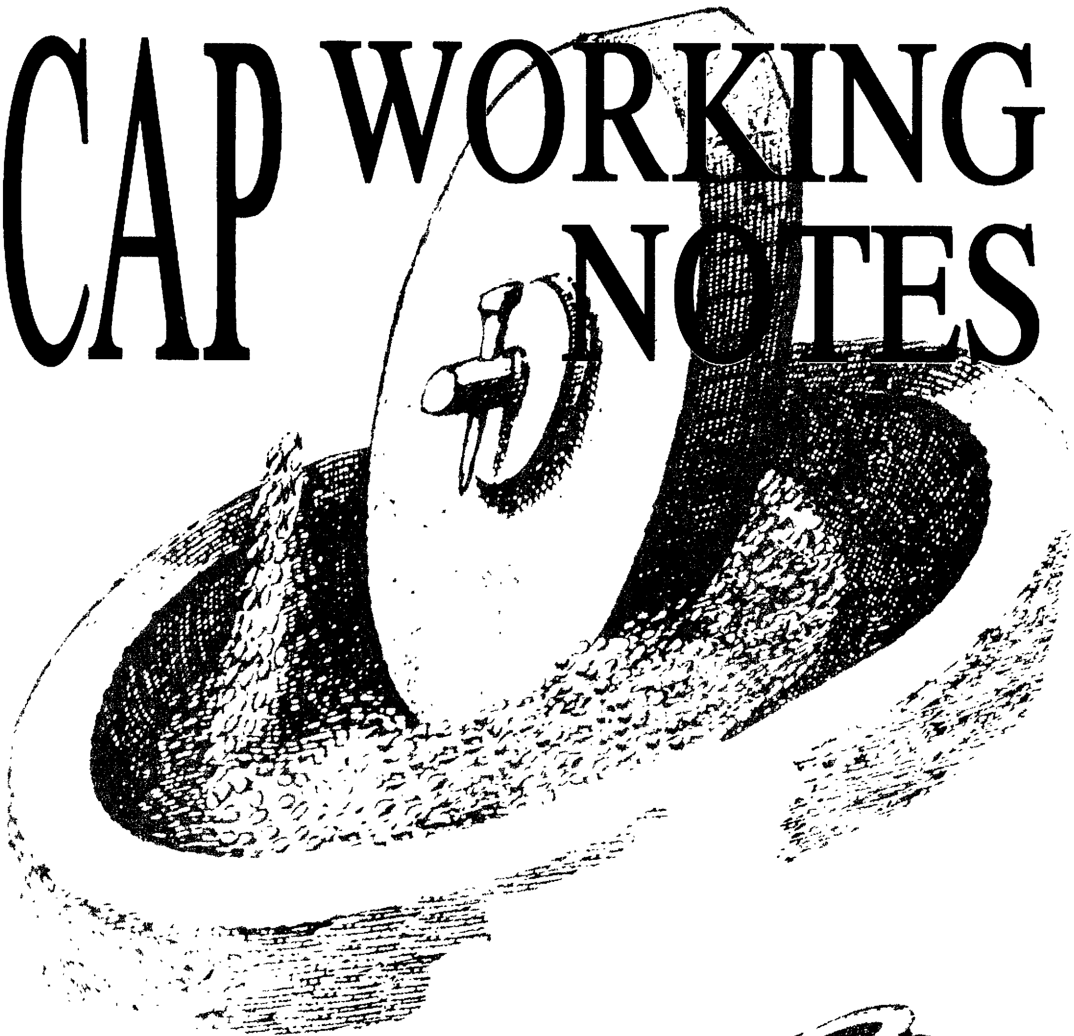

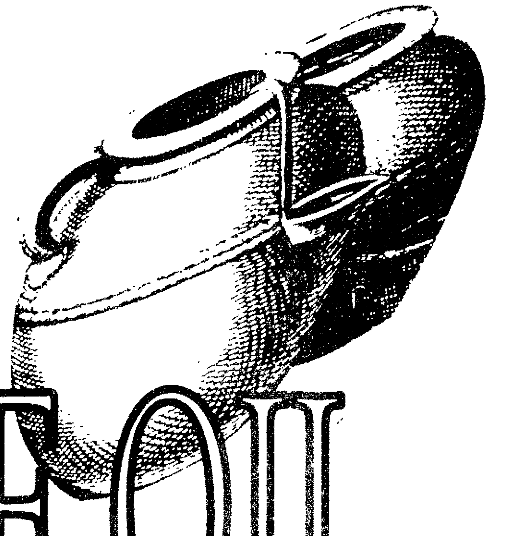

OLIVE OIL

Working notes on the
Common Agricultural Policy

OLIVE OIL
AND TABLE OLIVES

1996/97 edition

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INTRODUCTION

This text on olive oil and olives is one of a series produced by the Directorate-General for Agriculture of the European Commission known as "*CAP Working Notes*" which is published towards the end of each year in French, English and German. These documents contain the most recently available information on the current marketing year, particularly the decisions on prices and related measures and the planned budget expenditure for the market organisation of the product in question.

The document is in two parts with a set of annexes. The first part consists mainly of the contribution made by the Directorate-General for Agriculture's Unit "Olive oil, olives and fibre plants" to the 1996 Report *The Agricultural Situation in the European Union*. The second is taken from the working document "Section III - Commission - Sub-section B1" which accompanies the *Preliminary Draft General Budget of the European Communities for the financial year 1997* which was originally published in May 1996 and has now been updated for inclusion in this text which was completed on 22 October 1996.

THE SITUATION OF THE MARKET

Average world production is some 1 850 000 tonnes, of which 80 % comes from the European Union (around 1 450 000 tonnes). The other main producers are Tunisia (150 000 tonnes), Turkey (75 000 tonnes), Syria (70 000 tonnes) and Morocco (40 000 tonnes). Production varies considerably from one year to another, but the world market fluctuates as a direct result of the Community market.

In the early 1980s, when the Community had nine Member States, olive oil production stood at 400 000 tonnes and Italy was the main producer. With the entry of Greece in 1981, followed by Spain and Portugal in 1986, output rose to over a million tonnes a year. Output can vary considerably from year to year (see figure) - for example, from 1.9 million tonnes in 1987/88 to 1.1 million tonnes in 1988/89.

Estimated Community production for 1995/96 is around 1 417 200 tonnes, as against 1 463 200 tonnes in 1994/95 (see Table 1). According to information received from the Member States when the yields of olives and olive oil were laid down for the 1994/95 marketing year, there are around 460 million productive olive trees in the European Union. Some 2 million farms are engaged in olive growing.

In 1994/95 Community consumption was around 1 470 000 tonnes (74 % of world consumption). The most recent forecasts indicate that consumption in 1995/96 should be lower than in previous years, mainly because of the sharp rise in prices. Olive oil packaged in quantities of less than 5 kg accounts for the bulk of consumption (more than 90 % of the total), particularly because of the influence of the consumption aid scheme introduced in 1979. At the beginning of the 1995/96 marketing year intervention stocks totalled 33 000 tonnes, falling to around 12 000 tonnes at the end of the year.

Table 1
Olive oil eligible for production aid in the European Union

(1000 tonnes)

Member State	1988/89	1989/90	1990/91	1991/92	1992/93	1993/94	1994/95	1995/96 forecast
Greece	319.2	316.4	170.9	430.1	314.4	323.2	389.9	367.0
Spain	408.0	573.0	700.0	610.0	636.0	588.0	583.0	356.0
France	1.2	2.8	2.3	3.4	1.8	2.4	2.4	2.2
Italy	390.0	585.0	148.0	650.0	410.0	550.0	458.7	646.0
Portugal	24.6	35.1	20.0	35.0	17.1	27.5	29.2	46.0
Total	1 143.0	1 512.3	1 041.0	1 728.5	1 379.3	1 491.1	1 463.2	1 417.2

Source: European Commission - DG for Agriculture

Greece and Spain are normally the main suppliers, and Italy, although an exporting producer, remains the main purchaser. During 1995/96 imports stood at 30 000 tonnes. Exports for the same marketing year reached around 137 000 tonnes, far exceeding the 75 000 tonnes of the previous year and nearing the limit imposed by application of the GATT agreements.

Table 2
Supplies of olive oil

(EUR 15)

	1000 t					% AV[4]
	1991/92[3]	1992/93[3]	1993/94	1994/95	1995/96 (prov.)	1994/95 / 1993/94
1	2	3	4	5	6	7
EU production	1729	1379	1491	1463	1417	-1,9
Oil imports	40	57	60	61	50	1,7
Intra-EU trade	328	357	370	350	350	-5,4
Oil exports	162	162	100	75	135	-25,0
Intra-EU trade	308	359	370	350	350	-5,4
Change in stocks	135	-215	-8	-19	-73	137,5
Internal use	1472	1489	1459	1468	1415	0,6
of which:						
- industriel use	25	26	26	0	0	-100,0
- human consumption	1447	1463	1396	1468	1417	5,2
Human consumption (kg/head)[1]	4,4	4,2	4,0	4,0	4,0	-1,1
Self sufficiency (%)[2]	117,5	92,6	97,9	99,7	100,0	1,9

Source: European Commission, DG VI - Agriculture

[1] Ratio of human consumption to resident population at 1 January.

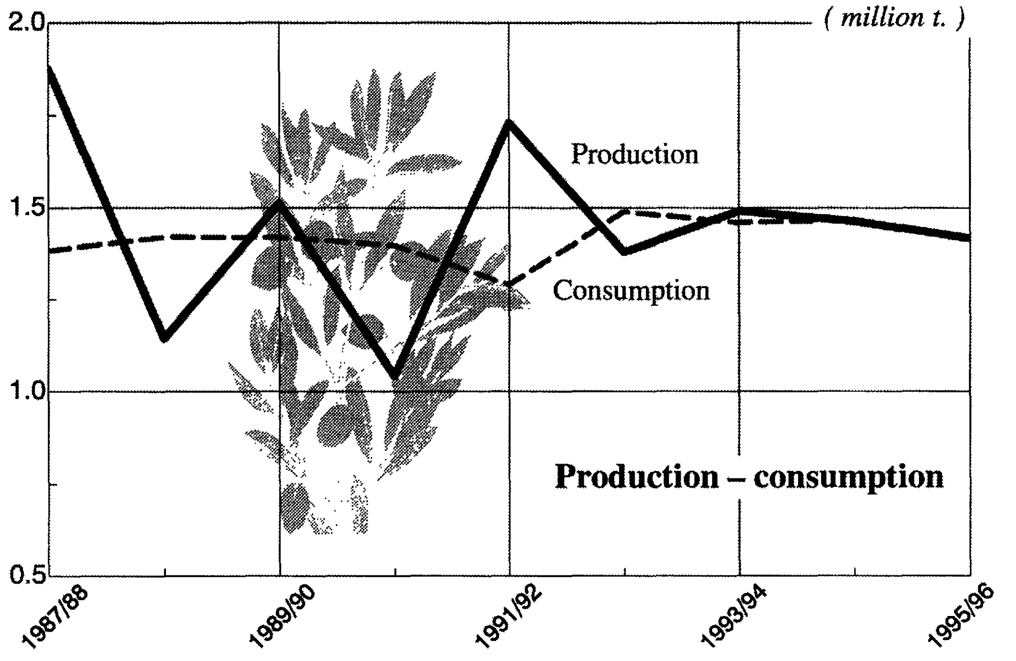
[2] Ratio of total production to domestic use.

[3] EUR 12.

[4] AV = annual variation.

The EU is generally self-sufficient in olive oil, but seasonal swings in production mean that a certain amount of trade is essential. Up to 46 000 tonnes is imported every year from Tunisia at reduced rates of customs duty (at a net cost of approximately ECU 14 million for 1997), under a Cooperation Agreement which entered into force in 1988.

Olive oil



Source: European Commission, DG for Agriculture.

2)

THE COMMON MARKET ORGANIZATION

This text covers the common organization of the market in olives, olive oil, olive residue oil and their residues.

The olive oil market organization came into operation on 10 November 1966. The basic regulation is Regulation No 136/66/EEC, as last amended by Regulation (EC) No 1581/96. The marketing year runs from 1 November to 31 October.

1. Price arrangements

Each year the following types of price are fixed for olive oil (see table 3):

1.The *production target price*: this is the price considered optimal with a view to providing a fair income for producers and maintaining the volume of Community production. The Council has decided to hold it at ECU 3 837.7/tonne for the third year running in 1996/97.

2.The *intervention price*: this is the price at which the intervention agencies have to buy up quantities of standard-quality olive oil (as determined by the Council) offered by producers during the intervention period (the last four months of the marketing year). The intervention price for the 1996/97 marketing year is ECU 1 805.8/tonne.

3.The *representative market price* is pitched at a level designed to ensure normal production of olive oil consistent with trends in the vegetable oils and fats sector. (For the wholesale, market and intervention prices see Annexes 8 and 9.) In 1996/97 it is at ECU 2 295/tonne.

2. Trade with non-member countries

Prior to the GATT agreement, a levy was imposed on olive oil imports from non-member countries if the cif price was less than the threshold price set annually by the Council; the levy was equivalent to the difference between the two prices, and was therefore variable. Under the new GATT arrangements, the levy has been abolished and imports are now subject to a fixed tariff.[1]

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[1] For a detailed description of the GATT Agreement see the *CAP Working Notes* special issue "GATT and European agriculture".

Table 3
Price decisions for olive oil

(Ecus/100 kg)

	TYPE OF PRICE OR AID	1994/95	1995/96	1996/97
1.	Producer target price	383,77	383,77	383,77
2.	Intervention price	191,92	186,17	180,58
3.	Representative market price	229,50	229,50	229,50
4.	Production aid	142,20	142,20	142,20
5.	Production aid for olive growers producing an average of less than 500 kg per year	151,48	151,48	151,48
6.	Consumption aid	12,07	12,07	12,07
7.	Percentage withheld on the production aid			
	- oil register (Reg. 2159/92)	2,40%	2,40%	2,40%
	- quality improvement	1,40%	1,40%	1,40%
	- aid for producers' organisations and associations thereof	0,80%	0,80%	0,80%
8.	Percentage withheld on consumption aid			
	- promotion campaigns	-	-	-
	- aid for trade bodies	5,50%	5,50%	5,50%

Exports may be eligible for a refund to make them more competitive on the world market. Refunds are fixed by tender. Under the GATT agreement, the Union undertook to limit subsidized exports to 135 400 tonnes in 1996/97 and 130 300 in 1997/98.

Total spending on refunds (budget article 1-120, see Table 4) varies according to the refund rates and the quantity exported. For the 1996/97 marketing year the export volume will depend on the quantity of olive oil available on the market as well as on the limits set by the GATT Agreement. The refund budget (article 1-120) will be at around ECU 43 million in 1997.

3. Production aid and schemes related to olive oil production

Production aid is granted to help producers obtain a fair income. The amount of aid available is decided annually by the Council; olive producers are eligible for one of two schemes, depending on their production capacity:

(a) *The standard scheme*

This is geared to olive-growers who produce on average at least 500 kg of oil a year, the amount being paid on the basis of the quantity of oil actually produced.

The aid level for 1997 is ECU 1 422 per tonne.

The basic regulation sets a maximum quantity for which aid is paid at the full rate, which will be held at 1 350 000 tonnes for the whole EU in 1996/97. If, at the end of the season, production is within the guaranteed maximum quantity (GMQ), the difference is carried over to the following season and the aid paid in full. If production exceeds the GMQ (plus any amount carried over), on the other hand, the aid is reduced proportionately. This expenditure stabilizer mechanism has also been applied to the olive oil intervention price since 1993, although there is never more than a 3% reduction in the event of surpluses.

(b) *The small producers scheme*

This is geared to olive-growers who produce on average less than 500 kg a year, on condition that the olives are crushed. The quantity is judged by the number of olive-trees grown, their potential production and yield fixed as a flat rate.

Table 4
Appropriations authorized in 1996
and appropriation requirements for 1997[1]

(in ecus)

Budget heading	Description	Appropriations authorized for 1996 (1)	Appropriation requirements for 1997 (2)	Change in % (2/1)
1-120	Refunds on olive oil	40 000 000	43 000 000	+7.5
1-121	Production aids and schemes related to olive oil production	1 547 000 000	2 008 000 000	+29.8
1-1210	Production aid	1 507 000 000	1 968 000 000	+30.6
1-1211	Schemes related to olive oil production	40 000 000	40 000 000	0.0
1-122	Consumption aid	146 000 000	149 000 000	+2.1
1-123	Storage measures for olive oil	pm	pm	-
1-1230	Technical costs of public storage	pm	pm	-
1-1231	Financial costs of public storage	pm	pm	-
1-1232	Other costs of public storage	pm	pm	-
1-1233	Stock depreciation	pm	pm	-
1-1239	Other storage measures for olive oil	pm	pm	-
1-124	Other intervention for olive oil	28 000 000	31 000 000	+10.7
1-129	Other	pm	pm	-
	TOTAL	1 761 000 000	2 231 000 000	+26.7

[1] See Annex 2: key factors for determining appropriation requirements in 1997. See Annex 1 for conversion rates to national currencies. The appropriation requirements are contained in Letter of Amendment No 1 to the Preliminary Draft Budget for 1997. However, the Community authorities appear to be moving towards a reduction of about 2-3 % for each budget item and this position is reflected in the same Letter of Amendment.

Small producers are eligible for proportionately more aid. The gross aid proposed for 1997 is ECU 1 514.8 per tonne plus a premium of ECU 35.7 per tonne. They are not subject to the stabilizer mechanism for production aid; i.e., the aid paid to them is not reduced proportionally if output exceeds the GMQ.

From 1996/97 the levels of aid applied to Spanish and Portuguese olive-growers under the standard and small producers schemes (which had been lower during the 10-year transition period following their accession) are the same as for the other Member States.

Expenditure forecasts for 1997 are calculated by multiplying the aid per tonne by the total output expected for the 1995/96 marketing year; the total for all producers is given under budget heading 1-1210. In 1997, aid is expected to be granted for 244 000 tonnes for small producers and 1 173 200 for other producers. The increase in appropriations requested for 1997 is accounted for by the upward adjustment of the rates of aid paid to Spain and Portugal.

Under Regulations (EEC) No 154/75 and No 2159/92, a certain percentage is deducted from production aid to finance the establishment and updating of a register of olive cultivation in each of the producer Member States. This percentage has currently been set by the Council at 2.40%. Another 1.40% is withheld to finance quality improvement projects, subject to availability. These resources enable the two schemes to be fully-funded, for the Member States' use (see Annexes 3 and 4).

4. Consumption aid

In order to make olive oil more competitive with oils produced from oilseeds, a consumption aid scheme was introduced on 1 April 1979. Consumption aid is granted for olive oil put up in the Union in containers of up to five litres when the production target price, minus production aid, exceeds the representative market price, and it corresponds with this difference.

Consumption aid for 1997 is expected to be granted for 1 195 000 tonnes of oil for the 1996/97 marketing year at a rate of ECU 120.7 per tonne. Under heading 1-1220, ECU 149 million in appropriations has been requested for 1997, slightly down on 1996 as a result of a fall in the the tonnage concerned.

The Union also finances projects to promote olive oil consumption (see Annex 5) and in 1996 it authorized free distribution of 10 010 tonnes of olive oil as assistance to some of the Union's poorest citizens.

5. Storage measures

Purchasing by the intervention bodies brings with it various storage expenses:

- technical expenses, i.e. the cost of bringing in, storing, discharging and assessing stocks (heading 1-1230);
- financial expenses (heading 1-1231);
- other costs, i.e. losses or profits on sales (heading 1-1232)[2];
- stock depreciation (heading 1-1233).[2]

Intervention stocks have dwindled over the last years. At the end of the 1995/96 marketing year they are at approximately 12 000 tonnes which will be distributed as part of the food aid for the needy in 1997.

6. Other interventions for olive oil: production refunds for canned goods

Production refunds are granted for certain canned goods to facilitate the sale of olive oil to the canning industry. According to budget forecasts for 1997, the amount covered is expected to match that for 1996, at 48 000 tonnes; the proposed level of aid is ECU 495 per tonne, plus consumption aid of ECU 120.7 per tonne (see point 4).

7. Table olives

Council Regulation (EEC) No 1332/92 of 18 May 1992 introduced special measures for the olive sector, aimed at:

- increasing consumption of table olives, and
- controlling supply,

primarily by financing storage, via special aid to producers' organizations and groups.

These two schemes are explained in more detail in Annexes 6 and 7.

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2 Headings 1-1232 and 1-1233 reflect the budgetary consequences of stock depreciation. Up to 1988, depreciation was calculated in the year that the stocks were discharged, as the difference between the value of the goods upon entry and their value upon discharge. Since 1988 depreciation on stocks acquired during the season has been calculated as the difference between the value of the goods on entry and their estimated value at the end of the budget year (1-1233). Heading 1-1232 represents the difference between the estimated value and the actual value of the goods on discharge, which usually takes place in a subsequent financial year.

ANNEX 1

Monetary assumptions made when drawing up the 1997 preliminary draft budget

1 ECU = ... national currency

Member State	Agricultural conversion rate		Assumed market rate [1]	Average dual rate coefficient [2]
B/L	Direct aid for arable crops, beef and sheepmeat premiums and accompanying measures	40,8337	38,8905	1,050
	Other	39,5239		1,016
DK	Direct aid for arable crops, beef and sheepmeat premiums and accompanying measures	7,74166	7,31008	1,059
	Other	7,49997		1,026
D	Direct aid for arable crops, beef and sheepmeat premiums and accompanying measures	1,94962	1,89272	1,030
	Other	1,90616		1,007
EL	All products	311,761	309,136	1,008
E	All products	165,198	159,037	1,039
F	All products	6,61023	6,48239	1,020
IRL	All products	0,829498	0,816196	1,016
I	Beef premiums	2 164,34	2 003,05	1,081
	Other	2 096,38		1,047
NL	Direct aid for arable crops, beef and sheepmeat premiums and accompanying measures	2,19672	2,11827	1,037
	Other	2,14021		1,010
A	Direct aid for arable crops, beef and sheepmeat premiums and accompanying measures	13,7190	13,3110	1,031
	Other	13,4084		1,007
P	All products	198,202	195,465	1,014
FIN	All products	5,88000	5,89704	0,997
S	Direct aid for arable crops, beef and sheepmeat premiums and accompanying measures	9,24240	8,49346	1,088
	Other	8,93762		1,052
UK	All products	0,856563	0,841589	1,018

[1] Assumed market rates for the financial year equal to market rates on 25 March 1996.

[2] The average dual rate coefficient is obtained by dividing the agricultural conversion rate by the market rate. For further explanations on monetary questions, see the special edition of *CAP Working Notes* entitled *The Agrimonetary System in the Single Market.*

ANNEX 2

Key factors in establishing appropriation requirements in 1997

Olive oil accounted for 2.4% of the EAGGF Guarantee Section's total spend in 1995; this is set to rise to 4.3% in 1996 and 5.0% in 1997.

Technical and economic factors affecting budget forecasts for 1997	Appropriations requested for 1997 (ECU)
1-120 Refunds on olive oil	43 000 000
1-121 Production aid and schemes related to olive oil production 1-1210 Production aid *Small producers' output:* 244 000 tonnes *Aid levels to small producers:* (ECU 1 514.8/tonne + ECU 35.7/tonne) - 2.4% (oil register) - 1.4% (quality improvement) = ECU 1 492.1/tonne *Other producers' output:* 1 173 200 tonnes *Aid levels to other producers:* ECU 1 354.5/tonne - 2.4% (oil register) - 1.4% (quality improvement) = ECU 1 303.5/tonne 1-1211 Schemes related to olive oil production: see financial statement	2 008 000 000 1 968 000 000 40 000 000
1-122 Aid to consumption and specific measures related to olive oil consumption 1-1220 Consumption aid *Quantity:* 1 195 000 tonnes *Aid rates:* ECU 120.7/tonne	149 000 000 149 000 000
1-123 Storage measures for olive oil *Initial stock, purchase, sale, final stock and depreciation:* 12 000 tonnes at the beginning of 1996/97 1-1230 Technical cost of public storage 1-1231 Financial cost of public storage 1-1232 Other cost of public storage 1-1233 Stock depreciation 1-1239 Other storage measures	pm
1-124 Other intervention for olive oil *Amount of olive oil for use in canning:* 48 000 tonnes *Aid level:* ECU 495.0/tonne + *consumption aid:* ECU 120.7/tonne	31 000 000
1-129 Other	pm
TOTAL	2 231 000 000

(3)

ANNEX 3

Schemes related to the production of olive oil: the oil register

(ECU million)

1996 appropriations authorized		1997 appropriations requested		Change in %	
commitments	payments	commitments	payments	commitments	payments
18	18	18	18	0	0

1 TITLE OF OPERATION

Schemes related to setting up the oil register

2 BUDGET HEADING INVOLVED

B1-1211

3 LEGAL BASIS

Council Regulation (EEC) No 154/75

4 DESCRIPTION OF OPERATION

4.1 General objective

Schemes to set up and run the olive oil GIS.

4.2 Period covered and arrangements for renewal or extension

5 CLASSIFICATION OF EXPENDITURE OR REVENUE

5.1 Compulsory expenditure

5.2 Non-differentiated appropriations

6 TYPE OF EXPENDITURE OR REVENUE

100% financing from a levy on olive oil production aid imposed for this purpose.[1]

7 FINANCIAL IMPACT

7.1 Method of calculating total cost of operation (definition of unit costs)

The unit cost per staff post is set out in programmes submitted by the Member States, and added to estimates for Commission departments.

7.2 Itemised breakdown of cost

(ECU million)

Breakdown	Budget 96	PDB 97	Change in %
Oil register:	18.0	18.0	0
E	7.5	7.5	
IT	6.3	4.3	
GR	2.0	3.5	
P	2.0	2.5	
FR	0.2	0.2	

8 FRAUD PREVENTION MEASURES; RESULTS OF MEASURES TAKEN

The Member States concerned monitor the work and are under a legal obligation to submit quarterly reports to the Commission (Article 7 of Regulation (EEC) No 2276/74). The relevant Commission departments may conduct checks, with the aid of the Ispra JRC's IATD (in view of the technical nature of the subject), including, if necessary, on-the-spot checks.

[1] Pursuant to Council Regulation (EEC) No 2159/92, the Council approved a levy of 2.4% on olive oil production aid up to the 1997/98 season to provide for the setting up and updating of a register of olive cultivation.

9 ELEMENTS OF COST-EFFECTIVENESS ANALYSIS

9.1 Specific and quantified objectives; target population

Specific objectives

To set up regularly updated databases giving the number of trees and identity of areas of olive oil cultivation, together with maps, involving:

E:	Cadastral work, field work to back up photo-interpretation, computer work setting up the databases;
IT:	Updating and technical improvement;
GR/P:	Setting up the graphical reference base;
FR:	Investigative work to supplement the register data and updating of computer equipment.

Target population

Setting up and updating the GIS will have an impact on both the management and supervision of the olive oil production aid scheme, for the benefit of olive-growers.

9.2 Grounds for the operation

Need for Community budget allocations:

Community budget allocations are needed to achieve the goals set for the oil register.

Community olive-growers, as the final beneficiaries of these schemes, have agreed that they should be financed via a deduction from aid.

Choice of intervention means:

The relevant Member States' agriculture ministries identify the work to be done. Commission departments, with the assistance of the JRC at Ispra, approve the work and ensure that the methods adopted are technically advanced so as to avoid wasting resources. Close links have been established with departments conducting similar operations (vineyard register, integrated system and, as required, the land registry) as well as with the JRC at Ispra.

9.3 Monitoring and evaluation of the operation

The progress of the work is clear from monitoring reports sent to the Commission by Italy (13.9.1995), Spain (14.3.1996), and France (22.2.1995); Greece and Portugal have not yet begun work.

Commission departments may propose corrections or a change of approach when approving phases of the work. Evaluations are conducted annually and include the results of on-site inspections (e.g. see the report on Italy, doc. VI/24.11.95).

The choice of methodology is assessed in a coordinated fashion by the following departments: VI/C/4 and the Ispra JRC (IATD), with the help of pilot projects (Greece: report of pilot project, April 1994, 220pp; Portugal, pilot project report, December 1993, 191pp).

ANNEX 4

Schemes related to the production of olive oil: quality improvement

(ECU million)

1996 appropriations authorized		1997 appropriations requested		Change in %	
commitments	payments	commitments	payments	commitments	payments
22	22	22	22	0	0

1 TITLE OF OPERATION

Schemes to improve the quality of olive oil.

2 BUDGET HEADING INVOLVED

B1-1211

3 LEGAL BASIS

Article 5 of Regulation No 136/66/EEC.

4 DESCRIPTION OF OPERATION

4.1 General objective

Schemes to improve the quality of olive oil.

4.2 Period covered and arrangements for renewal or extension

Indefinite.

5 CLASSIFICATION OF EXPENDITURE OR REVENUE

5.1 Compulsory expenditure

5.2 Non-differentiated appropriations

6 TYPE OF EXPENDITURE OR REVENUE

100% financing from a deduction made from olive oil production aid for this purpose (Article 2 of Regulation (EC) No 2541/95);[1] the cost of treatment against the olive fly, testers' allowances and laboratory staff salaries is chargeable only up to a maximum of 75% (Article 10(4)).

7 FINANCIAL IMPACT

7.1 Method of calculating total cost of operation (definition of unit costs)

Schemes are financed subject to availability of funds generated by the deduction; otherwise schemes against the olive fly, for example, would require additional resources in certain regions. The amount available varies in line with natural fluctuations in olive oil production from year to year.

7.2 Itemised breakdown of cost

(ECU million)

Breakdown	Budget 96	PDB 97	Change in %
Quality improvement:	22	22	0
E	7	5.8	
IT	7	8.6	
GR	7.5	6.7	
P	0.4	0.8	
FR	0.06	0.04	

7.3 Timetable for multiannual projects together with amounts deemed necessary (covered by the basic legislation).

8 FRAUD PREVENTION MEASURES; RESULTS OF MEASURES TAKEN

National checks are provided for and contractors are required to provide securities and performance guarantees, the security being released only if the outcome of the checks is satisfactory (Articles 12 and 13 of Regulation (EC) No 2541/95).

[1] The deduction for quality improvement is agreed upon as part of the annual price-setting round.

9 ELEMENTS OF COST-EFFECTIVENESS ANALYSIS

9.1 Specific and quantified objectives; target population

Specific objectives:

(1) to prevent any deterioration in the quality and/or quantity of olive oil production stemming from a fall in the number of olive trees;
(2) to improve the treatment of olive trees, cropping and processing of olives and the oils produced;
(3) to ensure quality is maintained by conducting tests on the chemical properties and organoleptic characteristics of the olive oil in approved laboratories.

The Member States have selected projects to achieve these objectives from among those listed in Article 1(2) of the Regulation:

- control of the olive fly (E, IT,GR, P FR);
- improvements in the treatment of olive trees, and in cropping, storage and processing of olives (E, IT, P, FR);
- technical assistance to olive growers and mills;
- management of tasting rooms to assess the organoleptic qualities of the olives (E, IT, FR);
- management of regional testing laboratories (E, FR);
- collaboration with research bodies to improve quality (E, P, FR).

Target population

The schemes directly benefit the national administrations, particularly the agriculture ministries; producers are indirect beneficiaries.

9.2 Grounds for the operation

Need for Community budget allocations

Community olive-growers, as the final beneficiaries of these schemes, have agreed that they should be financed via a deduction from the aid paid to them.

Choice of intervention means

The relevant Member States' agriculture ministries identify the work to be done. Commission departments approve the work and ensure that the schemes comply with the prevailing regulations.

9.3 Monitoring and evaluation of the operation

The relevant Member States are required to submit annual reports to the Commission on the execution of the work (Regulation (EC) Nos 2492/94 and 2541/95). Informal meeting of Commission officials and the Member States concerned may be held to discuss the reports.

The reports covering 1994 projects are available from Commission departments for consultation. The reports for 1995 are expected to be submitted soon for the Commission's consideration.

The relevant Member States are largely responsible for evaluating the projects; they may include salient points from the evaluation in the report submitted to the Commission.

ANNEX 5

Schemes related to the promotion of olive oil
(1996 budget: B1-1221: consumption aid)

(ECU million)

1996 appropriations authorized		1997 appropriations requested		Change in %	
commitments	payments	commitments	payments	commitments	payments
20	20	18	18	-10	-10

1 TITLE OF OPERATION

VIth campaign to promote olive oil; contribution to the International Olive Oil Council (IOOC).

2 BUDGET HEADING INVOLVED

B1-38

3 LEGAL BASIS

Article 11 of Regulation No 136/66/EEC, and Regulation (EEC) No 1970/80.

4 DESCRIPTION OF OPERATION

4.1 General objective

This scheme is intended to stabilize consumption of olive oil in the four main producer countries and increase it in other Member States which have considerable potential for growth. The contribution to the IOOC serves the same purpose, for non-EU countries.

4.2 Period covered and arrangements for renewal or extension

Indefinite; multiannual programmes.

5 CLASSIFICATION OF EXPENDITURE OR REVENUE

5.1 Compulsory expenditure

5.2 Non-differentiated appropriations

6 TYPE OF EXPENDITURE OR REVENUE

100% financed by the Commission, by means of a deduction made from olive oil consumption aid.

7 FINANCIAL IMPACT

7.1 Method of calculating total cost of operation

Detailed budget breakdown given in Annex III to the standard "direct management" contract.

7.2 Itemised breakdown of cost

(ECU million)

Breakdown	Budget 96	PDB 97	Change in %
1. Dissemination of scientific knowledge	2.6	2.1	-23.1
2. Publicity and public relations	11.5	10.6	-7.8
3. Market studies and evaluations	0.2	0.2	0.0
4. Technical assistance	0.2	0.2	0.0
5. IOOC promotion fund	5.5	5.0	-9.0
TOTAL	20.0	18.0	-10.0

Under the present campaign, the sixth, a total of ECU 23 million is expected to be spent on publicity and public relations over three years, divided roughly 60/40. Some 70% of spending on publicity will be targeted at producer countries, while the public relations budget will be divided 50/50 between producer and consumer countries.

8 FRAUD PREVENTION MEASURES; RESULTS OF MEASURES TAKEN

Direct management of contracts; accounting controls and on-the-spot checks by the Commission.

The contract stipulates securities to be lodged on any advances paid (110%) and performance guarantees (15%).

9 Elements of cost-effectiveness analysis

9.1 Specific and quantified objectives; target population

The projects carried out in the Member States are grouped as follows:

- collection and dissemination of scientific data among medical practitioners;
- publicity in various media;
- public relations;
- evaluation of the campaign's impact on the general public and medical practitioners.

Other public relations and publicity campaigns outside the EU are run by the IOOC .

Target population

- traditional consumers, especially housewives in producer countries;
- potential consumers.

Intermediary targets

- doctors, nutritionists and dieticians;
- restaurant chefs, hotel and catering schools;
- the media, food writers, etc.;
- professional associations and others engaged in the retailing and distribution trades.

9.2 Grounds for the operation

Consumption in the four producer countries is relatively high but, having reached a peak (ranging from 20 kg per head of population in Greece to around 12 kg per head in Italy), is now declining, mainly because of the price factor. In the other Member States, consumption is relatively low although it has doubled over the last 10 years and consumers are increasingly attracted to olive oil.

Community intervention plays a key role in providing consumers with accurate information, particularly on the nutritional aspects of olive oil consumption.

9.3 Monitoring and evaluation of the operation

The competing agencies' bids must include an ex ante analysis of the cost-effectiveness of the proposed operations. The contractors must produce an interim report (at the end of the first phase) and a final report comprising an evaluation of the operations carried out and the results obtained. At the end of the first phase, which is to begin in the next few months, the budget and the operations may be amended if necessary in the light of the outcome of the interim report.

A general evaluation of the campaign will be carried out at its close by a company with expertise in this area. The conclusions will be taken on board in planning the next campaign.

ANNEX 6

Promotion schemes: table olives
(1996 budget: B1-184: Table olives - promotion measures)

(ECU million)

1996 appropriations authorized		1997 appropriations requested		Change in %	
commitments	payments	commitments	payments	commitments	payments
1	1	1	1	0	0

1 TITLE OF OPERATION

Specific measures to promote consumption of table olives.

2 BUDGET HEADING INVOLVED

B1-38

3 LEGAL BASIS

Council Regulation (EEC) No 1332/92 and Commission Regulation No 3601/92.

4 DESCRIPTION OF OPERATION

4.1 General objective

The scheme is intended to promote table olive consumption in non-producing countries, by improving consumer information and ensuring that the product meets consumer demand in terms of quality, presentation, packaging, etc.

4.2 Period covered and arrangements for renewal or extension

Indefinite; multiannual programmes.

5 CLASSIFICATION OF EXPENDITURE OR REVENUE

5.1 Compulsory expenditure

5.2 Non-differentiated appropriations

6 TYPE OF EXPENDITURE OR REVENUE

60% Community-financed.

7 FINANCIAL IMPACT

7.1 Method of calculating total cost of operation

Detailed budget breakdown according to the eligibilty criteria listed in in Annex III to the standard "direct management" contract.

7.2 Itemised breakdown of cost

8 FRAUD PREVENTION MEASURES; RESULTS OF MEASURES TAKEN

Indirect management of contracts.
Checks by national authorities responsible for monitoring the campaigns and, as appropriate, accounting controls and on-the-spot checks by the Commission.
Securities on advances (110%) and performance guarantees (15%).

9 ELEMENTS OF COST-EFFECTIVENESS ANALYSIS

9.1 Specific and quantified objectives; target population

The medium-term goal is to double consumption in non-producers countries, which is very low at present (0.1-0.2 kg per head per year) and stabilize it in producer countries (which currently consume between 1.7 and 3.0 kg per head per year) by improving consumer information and ensuring the product meets consumer demand in terms of quality, presentation, packaging, etc.

(a) Promotional activities planned:

- quality promotion (research into the production of olives low in salt);
- development of new packaging techniques;
- attendance at trade fairs;
- provision of marketing advice to operators;
- market research.

(b) Target population:

- existing consumers;

- potential consumers.

(c) *Intermediary targets:*

- opinion leaders, wholesalers, distributors.

9.2 Grounds for the operation

Market disequilibria have tended to produce surpluses, which have not been matched by increased demand. The main obstacle to increased consumption is a lack of consumer information; market research also suggests that not enough effort is put into marketing.

Community intervention is needed to encourage the operators concerned to adopt a more dynamic approach, along with strategies for promoting their products.

9.3 Monitoring and evaluation of the operation

Under Article 8(3) of Regulation (EEC) No 3601/92, contractors are required to submit a report assessing the results achieved to date when applying for the balance of the funding.

ANNEX 7

Heading B1-184: Table olives - working capital)

(ECU million)

1996 appropriations authorized		1997 appropriations requested		Change in %	
commitments	payments	commitments	payments	commitments	payments
1	1	1	1	0	0

1 TITLE OF OPERATION

Specific aid to enable producers' groups or associations of such groups to constitute working capital for the table olives sector.

2 BUDGET HEADING INVOLVED

B1-184

3 LEGAL BASIS

Council Regulation (EEC) No 1332/92 and Commission Regulation No 3601/92.

4 DESCRIPTION OF OPERATION

4.1 General objective

To stabilize supply, in particular by financing storage so as to regulate the product's release onto the market.

4.2 Period covered and arrangements for renewal or extension

Indefinite, within the constraints of the initial budget allocated by the Council (ECU 7 million).

One-off grants available at the request of producers' groups (or associations of such groups) which meet the relevant criteria.

5 CLASSIFICATION OF EXPENDITURE OR REVENUE

5.1 Compulsory expenditure

5.2 Non-differentiated appropriations

6 TYPE OF EXPENDITURE OR REVENUE

The Community contributes 45% of the working capital constituted by the relevant groups. The combined contributions of the Community and Member State (10%) may not exceed 10% of the value of production marketed by the producer group or its association in one marketing year.

7 FINANCIAL IMPACT

7.1 Method of calculating total cost of operation

Detailed budget breakdown as given in the Annex to Regulation (EEC) No 3601/92.

8 FRAUD PREVENTION MEASURES; RESULTS OF MEASURES TAKEN

Article 11 of Regulation No 3601/92 provides for checks over three years by the competent national authorities.
Guarantees are required for the full amount of the aid received.
Payment of any advance is conditional upon the lodging of securities equivalent to 110% of the amount advanced.

9 ELEMENTS OF COST-EFFECTIVENESS ANALYSIS

9.1 Specific and quantified objectives; target population

- to enable producers' groups to respond better to demand;
- to stabilize supply, in particular by financing storage so as to allow gradual market release of the product and guarantee producers of table olives a steady income.

The measure benefits producers of table olives affiliated to the producers' groups or associations concerned; it indirectly benefits consumers by ensuring relatively stable prices.

9.2 Grounds for the operation

This is a one-off operation, needed because olive production is naturally subject to seasonal fluctuations which can lead to low prices in the event of a glut. The revolving fund allows buffer stocks to be created so that supplies can be released gradually onto the market, without depressing wholesale prices, and producers' incomes can be maintained.

9.3 Monitoring and evaluation of the operation

- The competent authority for each Member State sees to it that, during the three marketing years following payment of the aid, the fund:
  - has operated;
  - has been sustained, and
  - has been reconstituted annually.

- Member States are responsible for monitoring operations and, if necessary, recovering any sums wrongly paid out (Article 14) and taking any steps needed to penalize any failure to fulfil the undertakings given or obligations contracted under the scheme (Article 15 of Regulation No 3601/92).

- The organization concerned must be ready to furnish the competent authorities at any time with bank statements and documentary proof of operations relating to the fund over a five-year period.

- Since there is currently no provision for an evaluation of the scheme, Commission officials propose to request written reports on it by the end of the first five-year period from all Member States receiving such working capital assistance.

ANNEX 8

Prices fixed and market prices on the Bari market for:
- virgin olive oil
- lampante grade olive oil 3°

(ECU/100kg)

			XI	XII	I	II	III	IV	V	VI	VII	VIII	IX	X	Ø
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Virgin oil	Market price	1993/94	195,68	193,80	202,11	213,04	212,86	206,60	206,60	206,60	206,60	206,52	212,86	217,37	206,72
	Intervention price	1993/94	197,90	197,90	197,90	197,90	197,90	197,90	197,90	197,90	196,98	196,98	196,98	196,98	197,59
	Market price	1994/95	214,75	189,34	200,85	262,98	263,86	249,59	253,47	256,87	270,92	280,33	314,81	306,47	255,35
	Intervention price[1]	1994/95	158,94	158,94	158,94	191,92	191,92	191,92	191,92	191,92	191,92	191,92	191,92	191,92	191,92
	Market price	1995/96	304,20	340,75	373,26	370,14	357,38	360,14	380,67	362,49	363,75	377,33	:	:	359,01
	Intervention price	1995/96	191,00	191,00	191,00	191,00	191,00	191,00	191,00	191,00	191,00	191,00	191,00	191,00	191,00
Lampante grade olive oil 3°	Market price	1993/94	175,59	177,69	181,53	190,04	186,04	186,15	191,20	193,59	194,29	195,34	199,15	202,99	189,47
	Intervention price	1993/94	175,71	175,71	175,71	175,71	175,71	175,71	175,71	175,71	176,08	176,08	176,08	176,08	175,83
	Market price	1994/95	197,76	:	193,85	248,76	246,71	234,58	237,49	245,69	262,04	269,84	295,70	293,30	227,14
	Intervention price[1]	1994/95	143,54	143,54	143,54	173,32	173,32	173,32	173,32	173,32	173,32	173,32	173,32	173,32	165,88
	Market price	1995/96	292,85	325,36	362,67	358,56	341,45	337,83	355,09	331,95	322,68	341,50	:	:	336,99
	Intervention price	1995/96	167,57	167,57	167,57	167,57	167,57	167,57	167,57	167,57	167,57	167,57	167,57	167,57	167,57

Sources: European Commission, Directorate-General for Agriculture, and Bari Chamber of Commerce,

[1] Institutional prices were changed on 1 February 1995 as a result of the new agrimonetary measures.

ANNEX 9

Wholesale prices:
- on the Bari market for refined olive oil
- on the Milan market for refined olive oil, edible seed oils

(ECU/100kg)

		XI	XII	I	II	III	IV	V	VI	VII	VIII	IX	X	Ø
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Bari - refined olive oil	1993/94	194,32	200,33	206,97	215,01	209,44	208,71	213,78	214,07	214,07	218,32	226,34	202,99	210,36
	1994/95	216,89	197,78	217,44	286,95	279,07	258,03	263,45	267,90	285,30	294,84	323,43	318,07	267,43
	1995/96	320,73	359,87	402,82	399,28	380,92	375,86	391,63	370,04	360,41	381,46	:	:	374,30
Milan - refined olive oil	1993/94	202,54	204,73	195,57	219,85	215,94	214,55	219,20	219,48	220,48	218,95	230,63	237,05	216,58
	1994/95	229,87	207,33	217,21	285,05	285,26	268,39	269,55	257,08	288,05	301,30	328,66	328,11	272,16
	1995/96	327,81	355,21	415,34	414,25	393,19	383,00	400,41	385,80	368,43	385,35	:	:	382,88
Milan - edible seed oils	1993/94	46,09	51,98	54,54	53,20	51,42	50,48	50,59	50,57	47,57	46,47	53,36	58,83	51,26
	1994/95	77,81	55,53	55,94	64,36	62,21	57,07	52,47	52,54	53,98	55,26	55,69	56,79	58,30
	1995/96	56,51	54,44	52,73	51,96	50,46	51,58	55,36	53,19	51,36	51,47	:	:	52,90
Ratio: olive-oil (Bari)/edible seed oils (Milan)	1993/94	4,22	3,85	3,80	4,04	4,07	4,13	4,23	4,23	4,50	4,70	4,24	3,45	4,12
	1994/95	2,79	3,56	3,89	4,46	4,49	4,52	5,02	5,10	5,29	5,34	5,81	5,60	4,66
	1995/96	5,68	6,61	7,64	7,69	7,55	7,29	7,07	6,96	7,02	7,41	:	:	7,09

Sources: Bari and Milan Chambers of Commerce.

NB: The ratio olive-oil/seed oils is based on wholesale prices and excludes the consumption aid effective from 1 April 1979.

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