

Position Paper

UEAPME¹ comments on the European Commission's GREEN PAPER on promotion measures and information provision for agricultural products

UEAPME strongly supports any measures to promote quality agricultural products through a partnership between farmers and SMEs. These craft and small sized enterprises as well as local food processors and shops are the source of quality and variety foods in the European Union.

UEAPME follows and supports the principle "same rights and same obligations for the same activities". SMEs and local shops can't accept different tax schemes, programs and incentives which support farmers only. They are all involved in producing the same products for consumers. It is important to maintain all commercial activities in rural areas. SMEs need farmers and farmers need SMEs to run craft enterprises and local shops.

That's why UEAPME supports point 3.1.2 of the green paper:

« Particular attention should be paid to the cooperation of various players in order to develop strategies for the production and promotion of local agricultural products. To help in the marketing of local products, measures aimed at financing basic services should be available in order, for example, to create commercial centres, local shops or multi-purpose convenience stores, the development of covered and uncovered markets, etc. Moreover, a LEADER tool that is better integrated into the CAP after 2013 could play a more significant role in promoting short distribution channels. »

UEAPME supports the definition of short distribution channels which should be built between farmers and **ALL** local partners in the food supply chain.

Farmers want to develop the special identity and quality of their production. The work of each actor, especially the one of small food processors, should be recognised in a partnership.

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¹ UEAPME subscribes to the European Commission's Register of Interest Representatives and to the related code of conduct as requested by the European Transparency Initiative. Our ID number is [55820581197-35](https://ec.europa.eu/transparency/regexp1/index.cfm?do=groupDetail.groupDetail&id=55820581197-35).