Market situation and perspectives

Herman VERSTEIJLEN

Acting Deputy Director General for Agricultural Markets, Direct Payments and Economic Analysis

European Commission

Conference "The EU Dairy Sector: developing beyond 2015"
Brussels - 24.09.2013

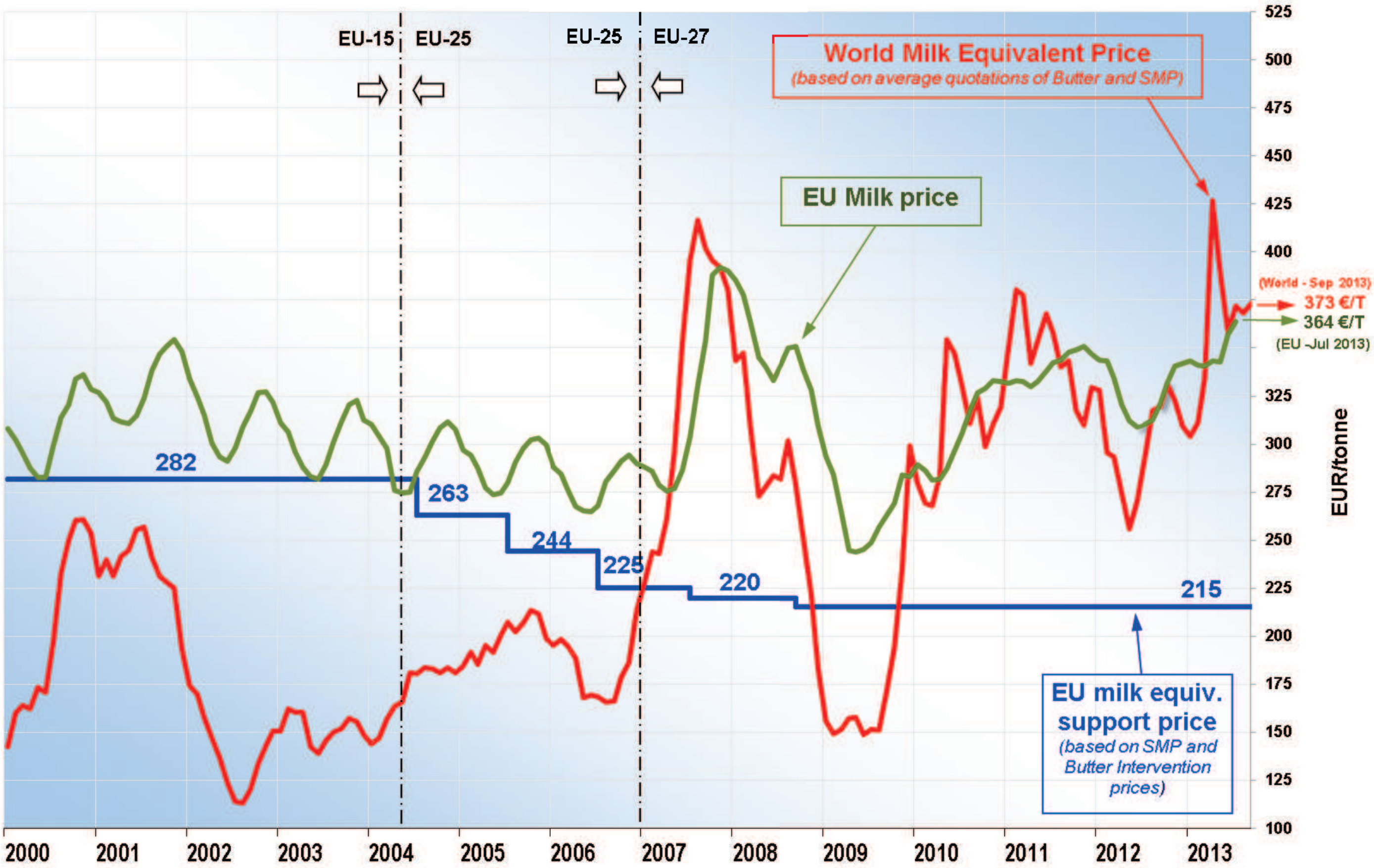
European Commission

Agriculture and Rural Development

1. **International competitiveness**
2. Internal market

EU competitiveness - Milk

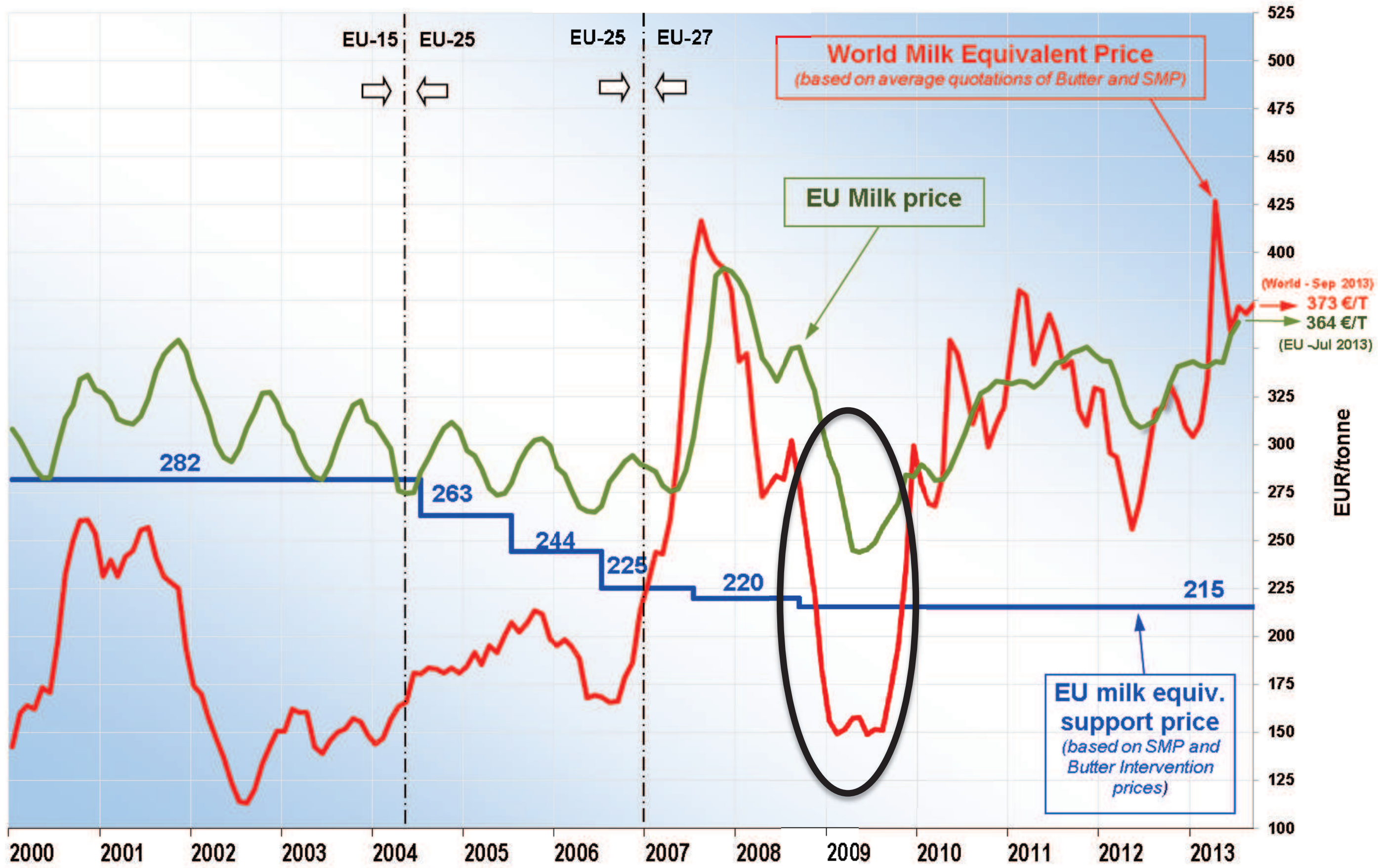
European Commission



Agriculture and Rural Development

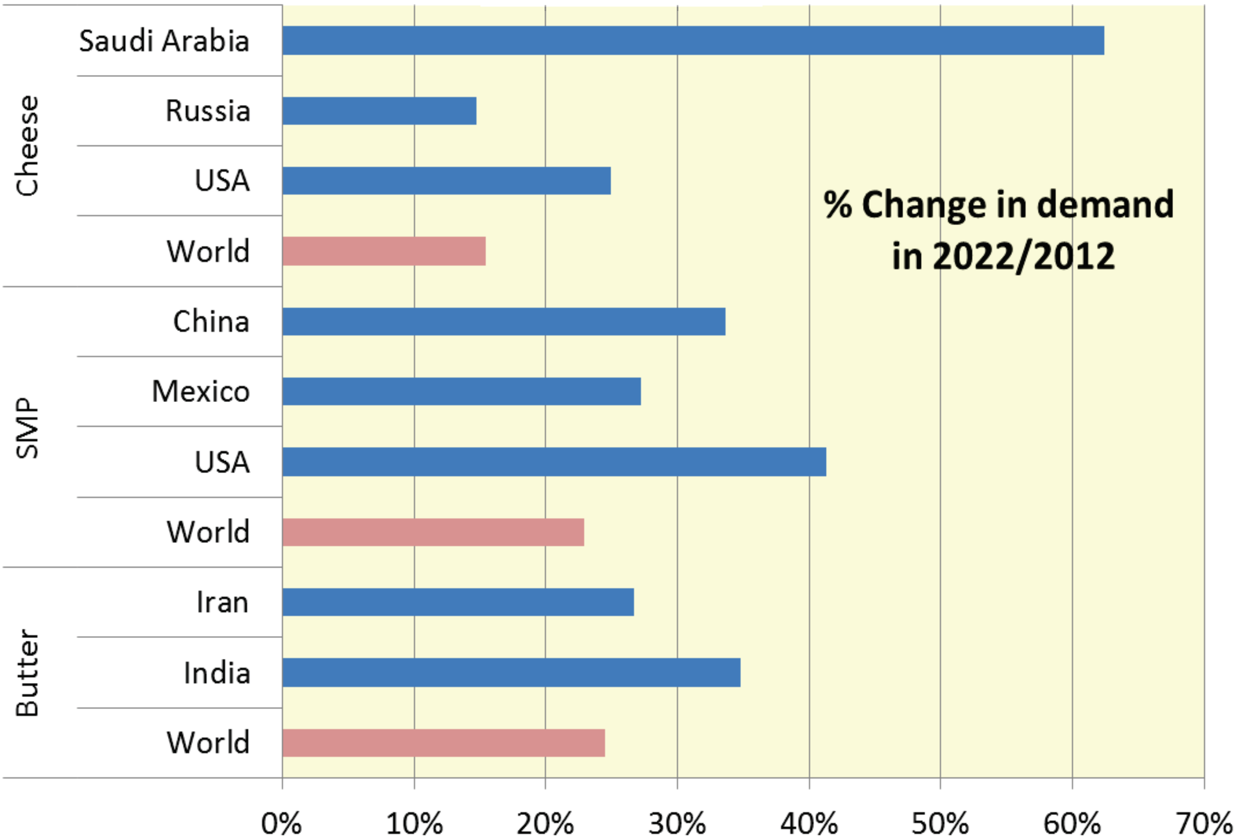
EU competitiveness - Milk

European Commission



Agriculture and Rural Development

Increasing demand: The main driver in the dairy outlook

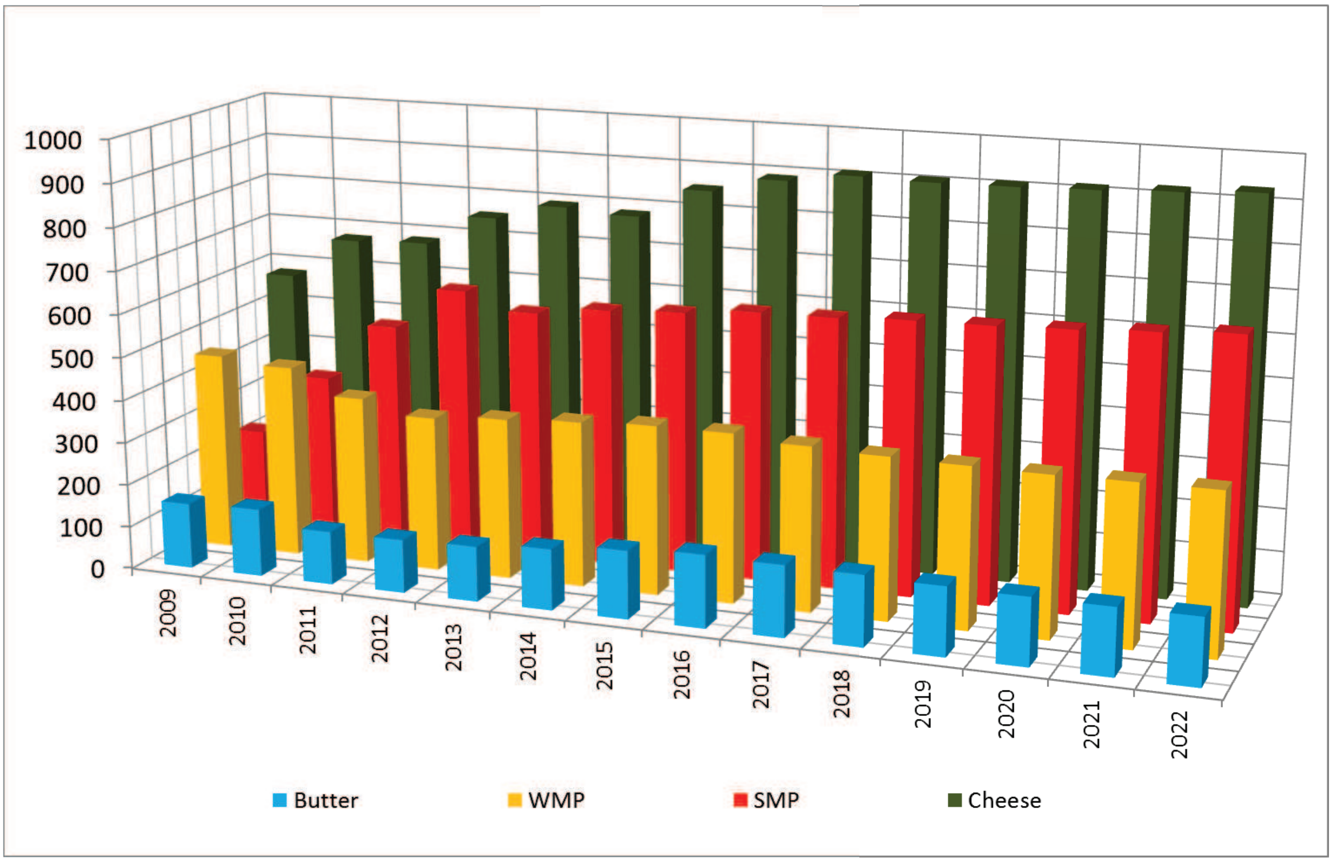


European Commission

Agriculture and Rural Development

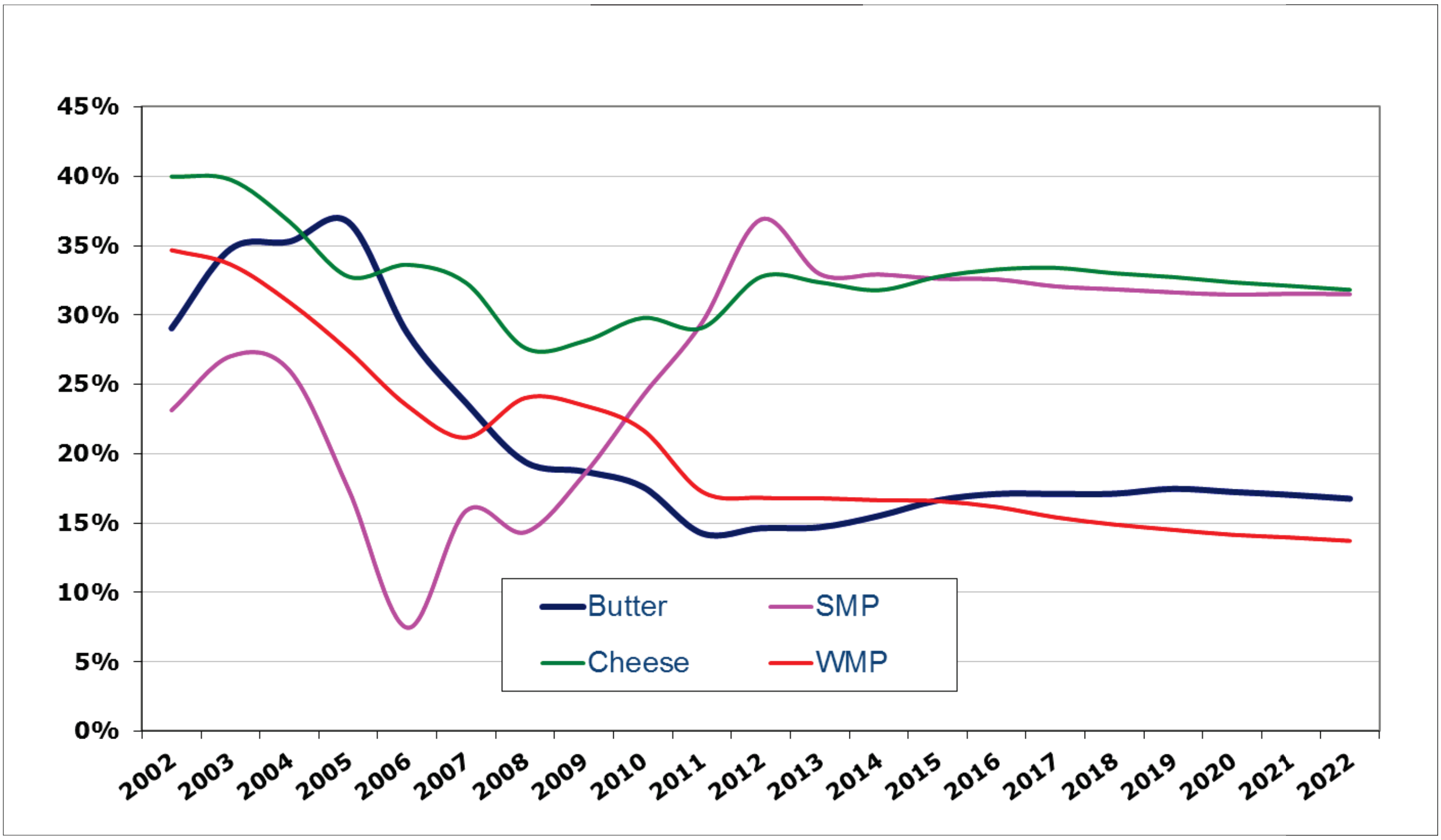
EU dairy exports (in 1 000 t)

European Commission



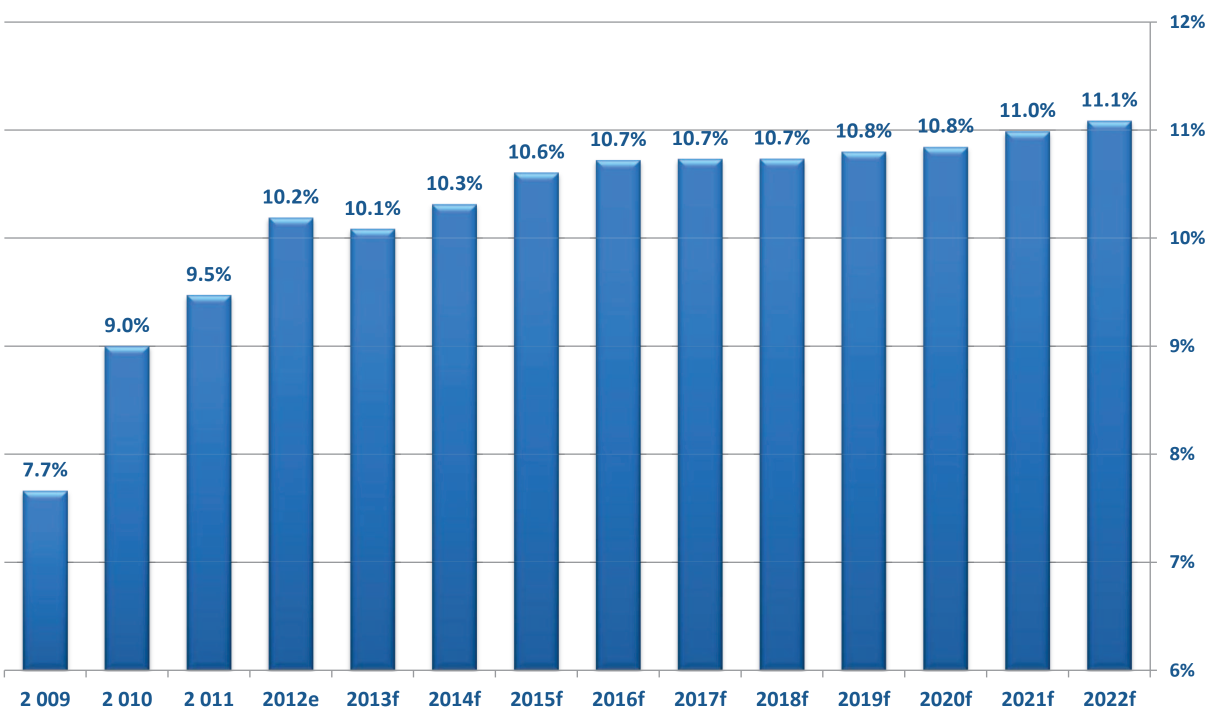
Agriculture and Rural Development

EU world market share



European Commission

EU exports of dairy products *(in milk equivalent)* in % of EU Milk production



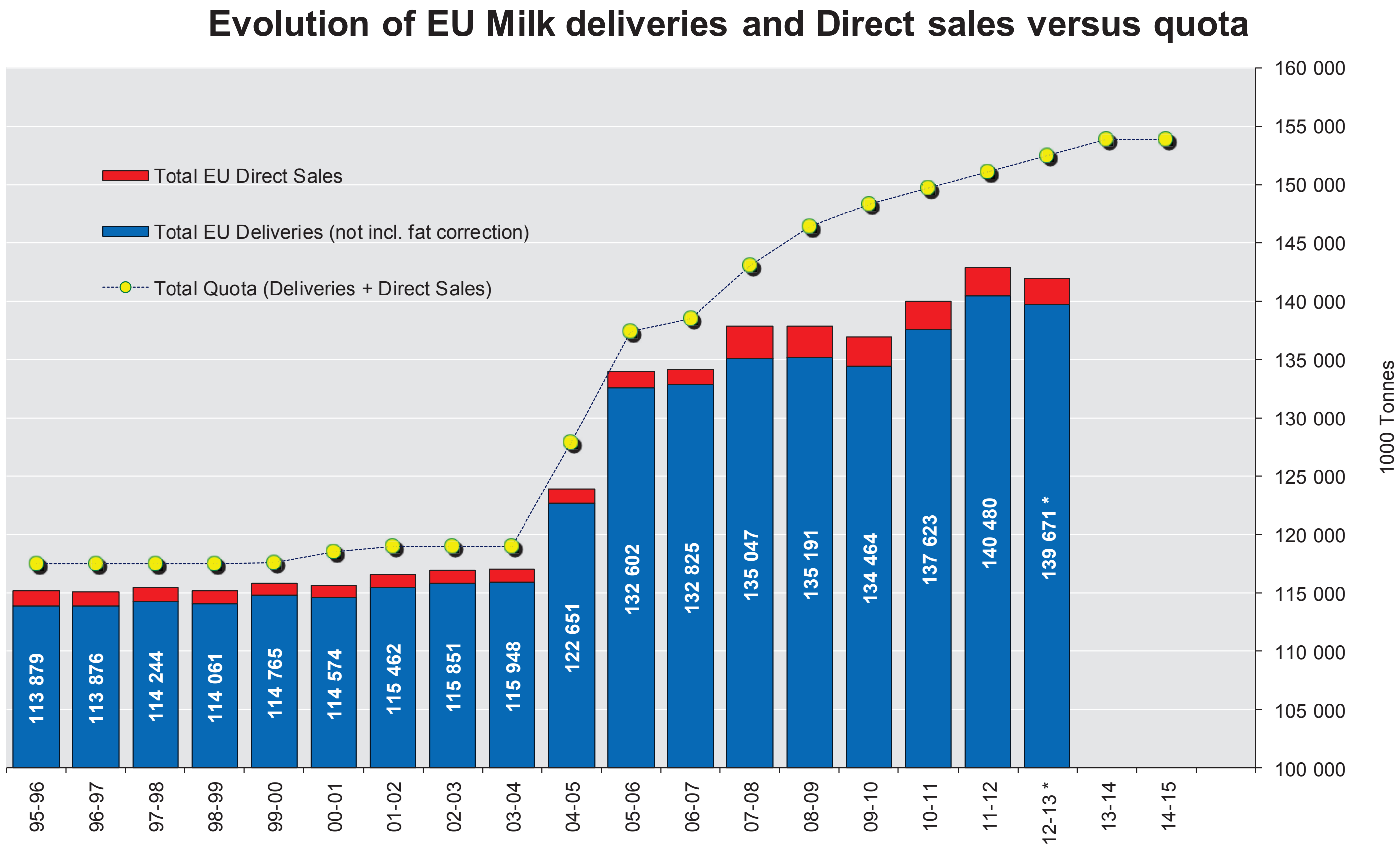
Source : DG AGRI Medium Term Outlook, Eurostat (Comext)

1. International competitiveness

2. Internal market

Milk production below quota

European Commission

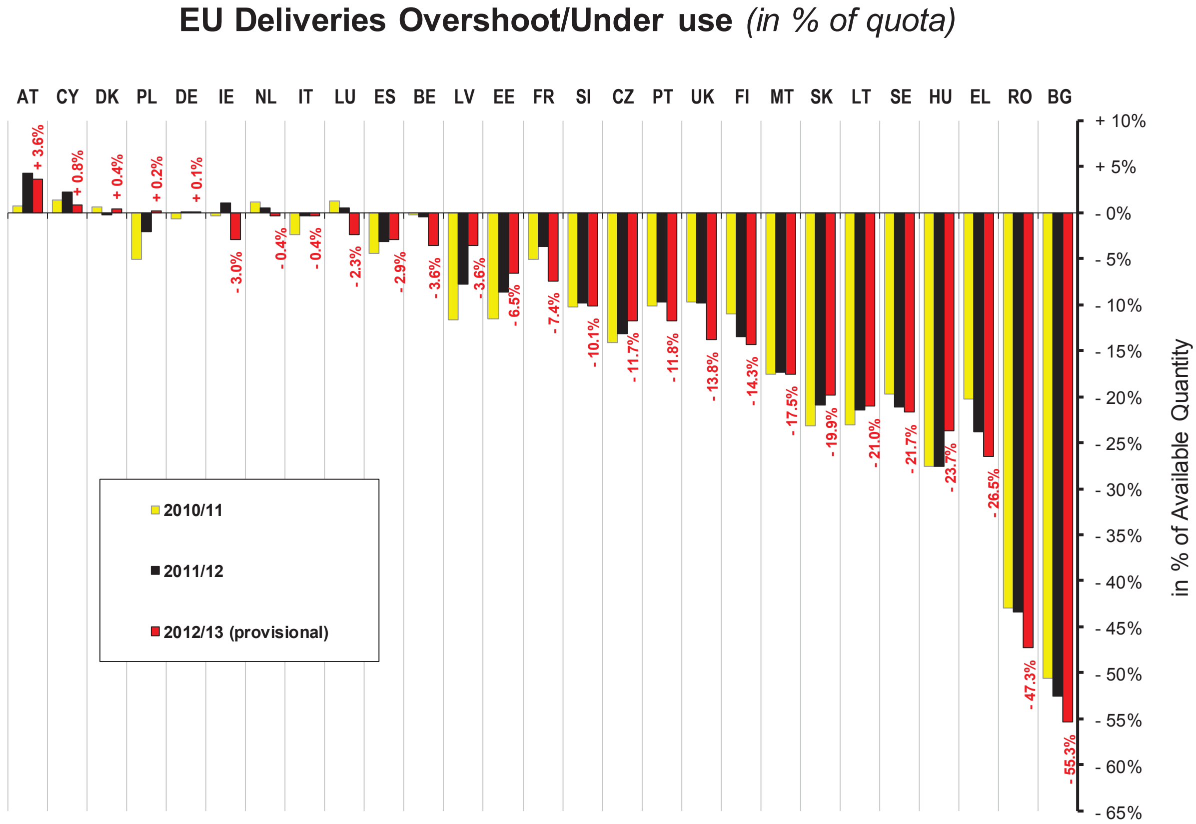


* : provisianal figures

Agriculture and Rural Development

Milk production versus quota in the various MS

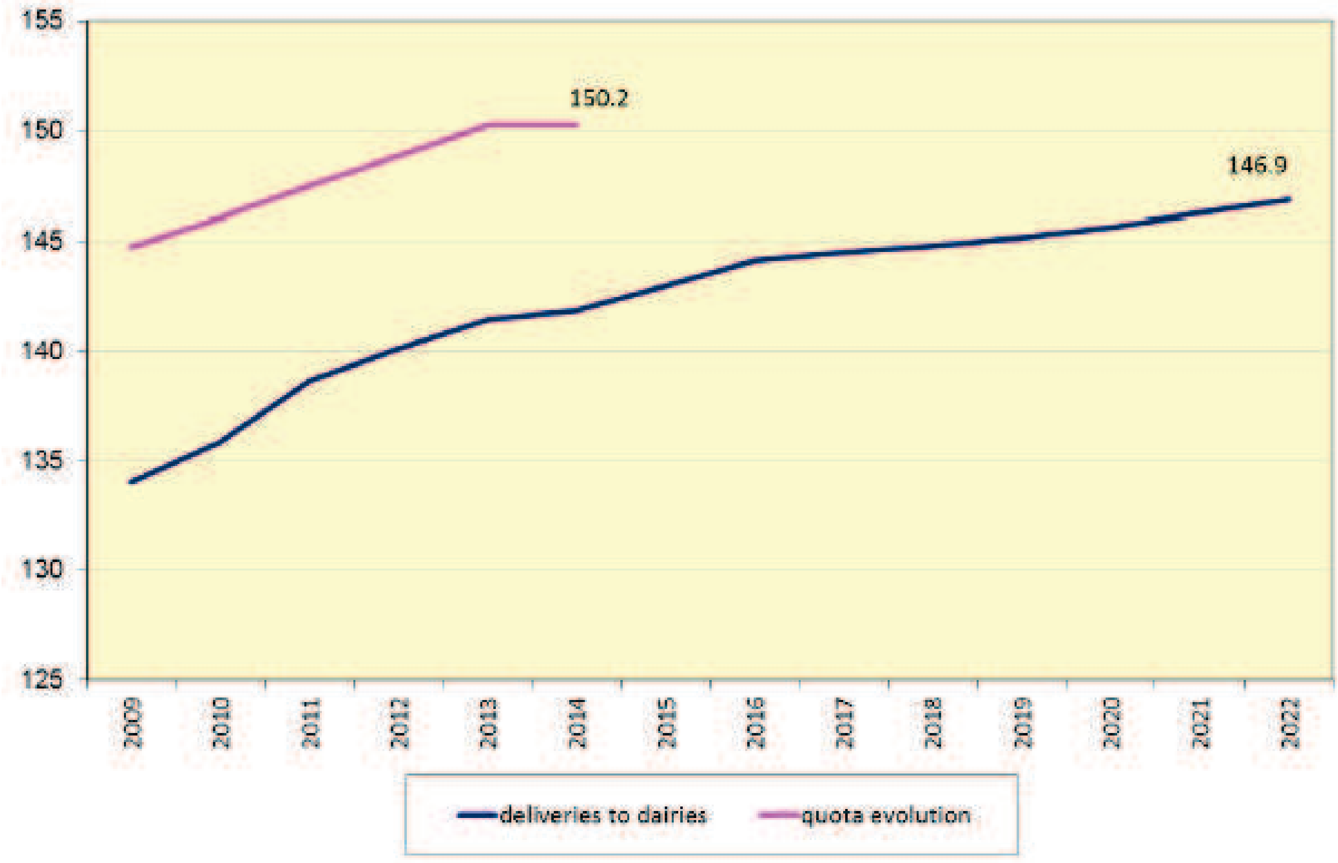
European Commission



Agriculture and Rural Development

Milk production prospects versus quota

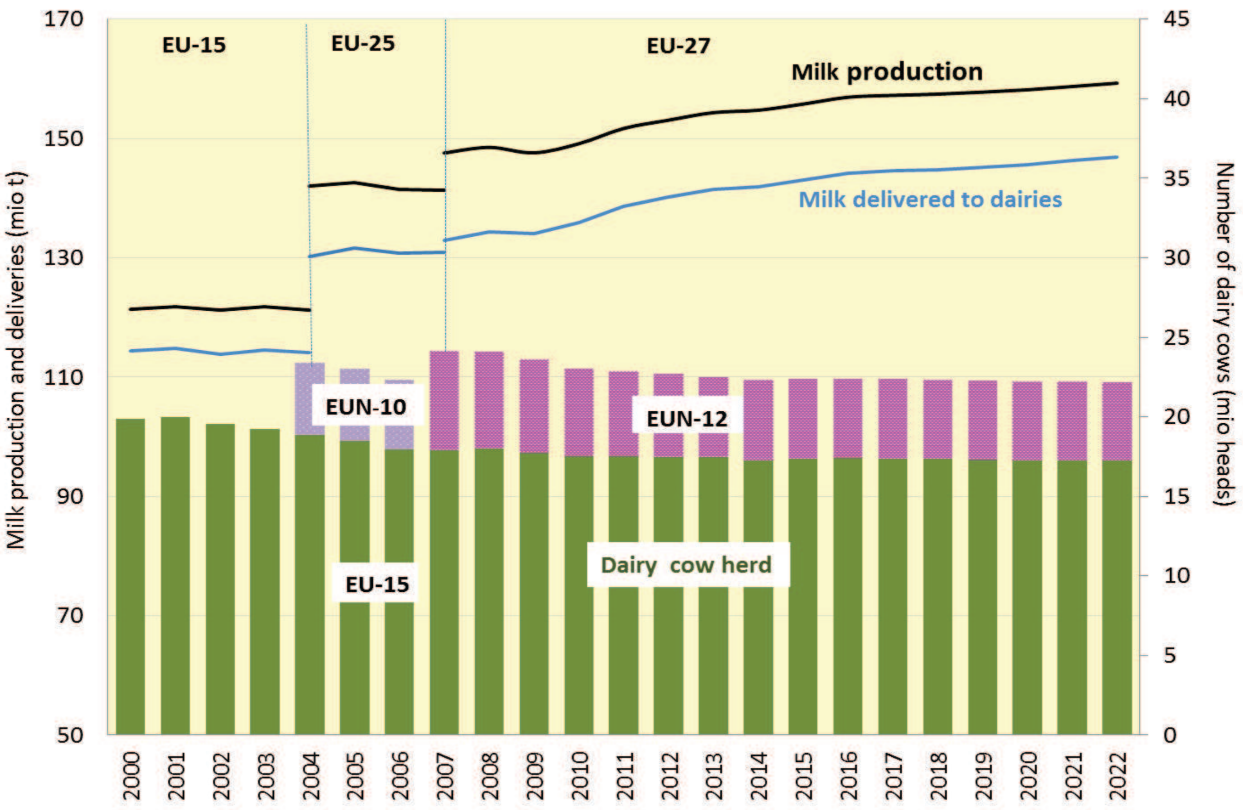
European Commission



Agriculture and Rural Development

EU milk production

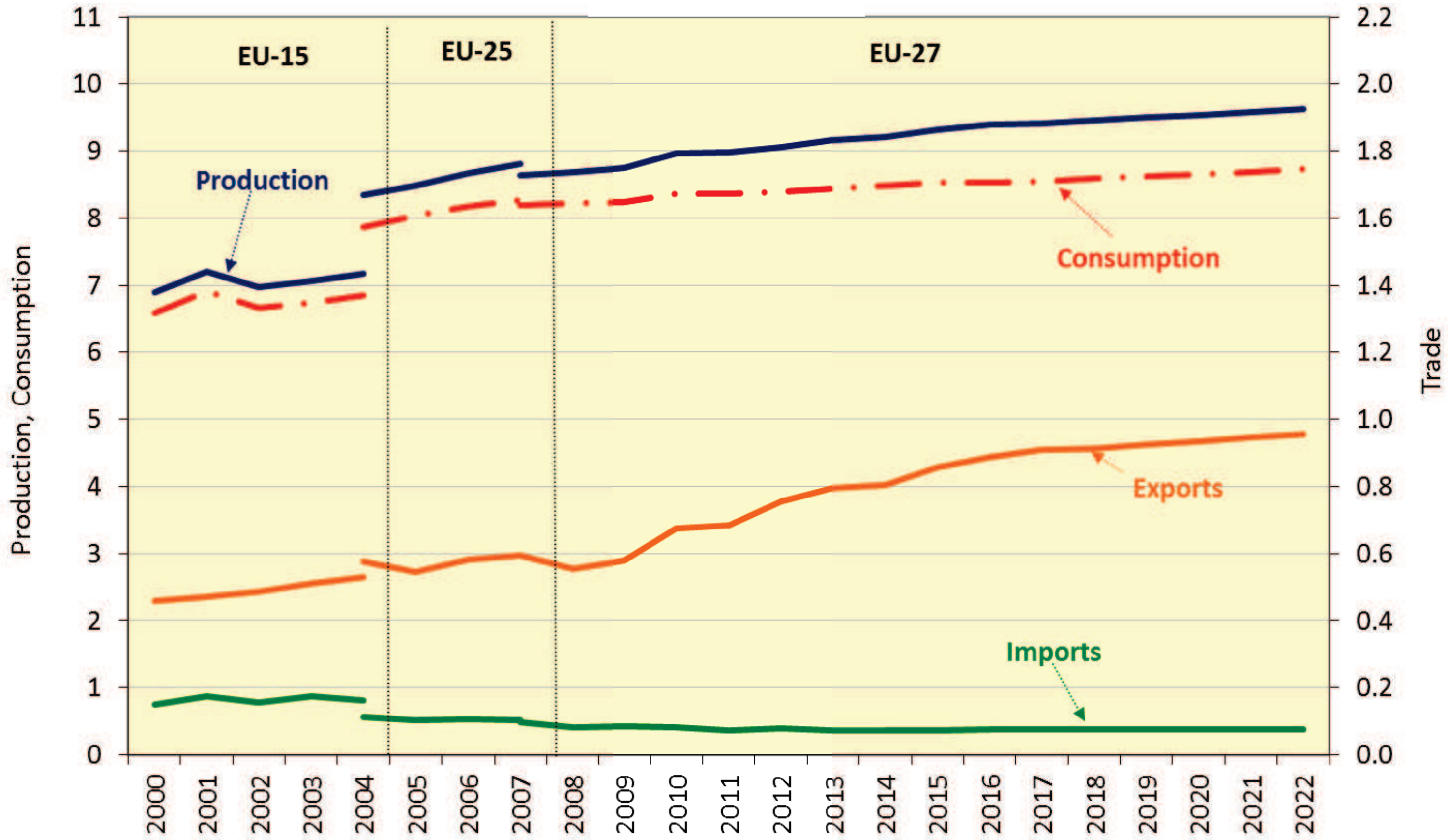
European Commission



Agriculture and Rural Development

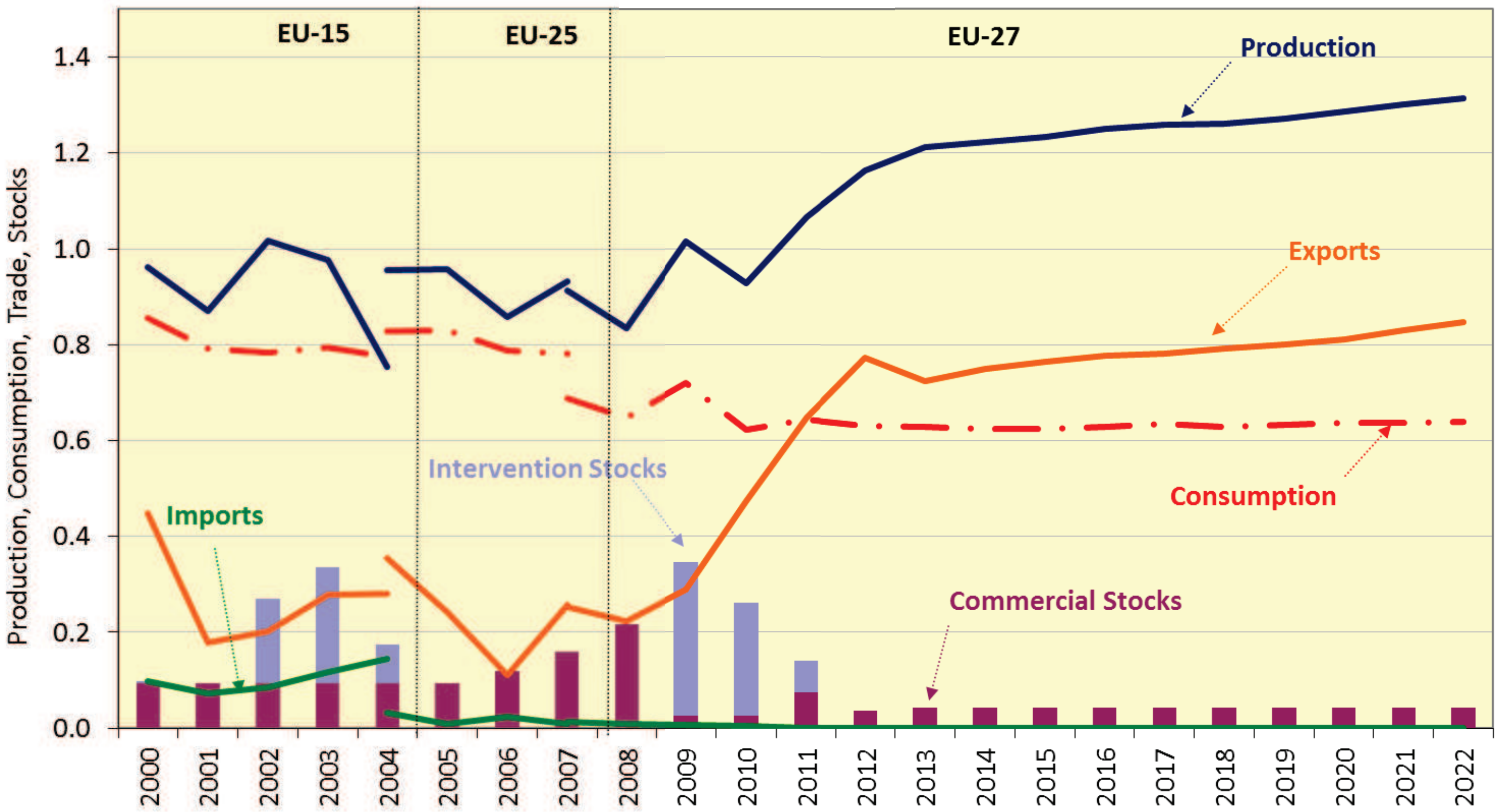
Cheese prospects

European Commission



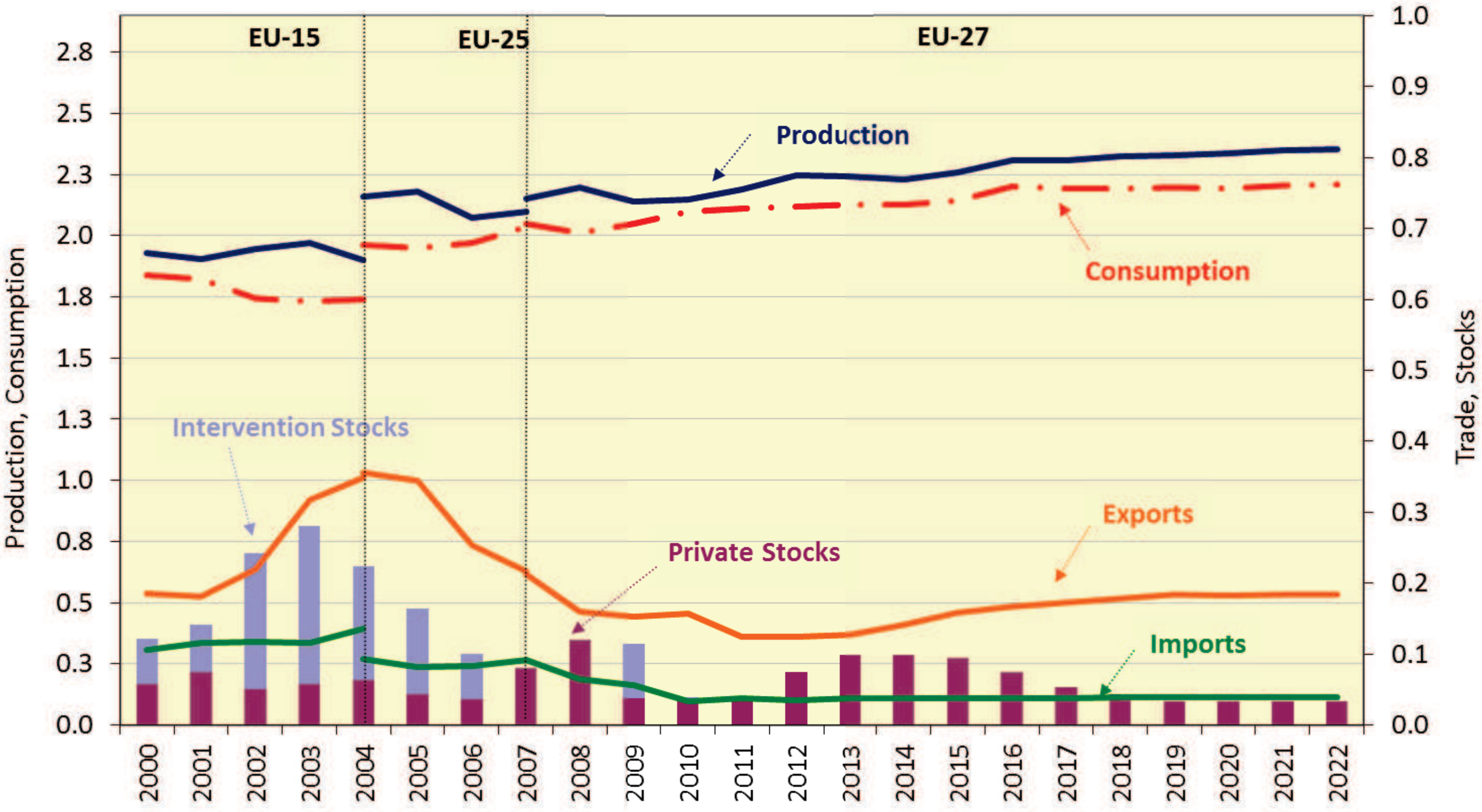
Agriculture and Rural Development

SMP prospects

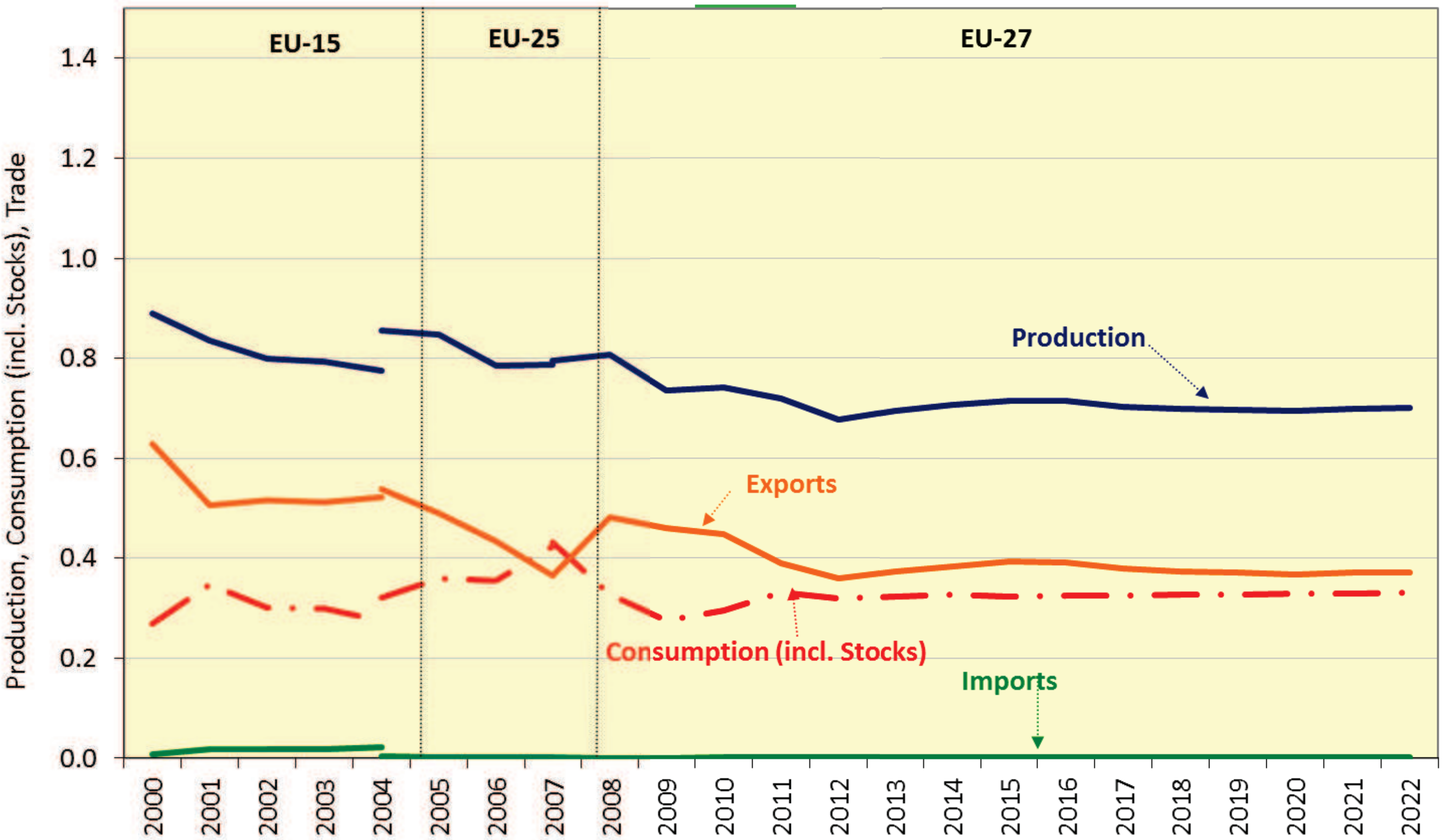


Agriculture and Rural Development

Butter prospects



WMP prospects



Agriculture and Rural Development

Conclusions

- **No shocks expected in terms of production at the end of quotas in 2015**
- **Increasing share of EU milk exported**
- **Remain competitive at international level will be essential for internal market balance**

Thank you for your attention !