

BABROC* Newsletter no. 4



European
Association for
Animal
Production



PHARE
Business
Support
Programme

* Support to the restructuring and strengthening of cattle producers' and breeders' associations as business representative organisations in CEEC-Phare contract No. 00-0308.00.

A EU funded project started on the 17th January 2001.

Dear Partners,

In the November issue of the BABROC Newsletter I underlined that your active participation and involvement in all phases of the Project activities was a key for the successful implementation of operations and for the attainment of Project objectives. This active approach has been again confirmed in the period November 2001 - March 2002: five national and two international workshops, purchasing of equipment for CEEC Partners, the meeting of the Project Steering Committee, preparation of internship programmes etc.

The two international workshops - financial management in Berlin and the image of the cattle sector in Verona - were the central events in this period. The importance of themes covered by the Project has been confirmed by the presence of Mr. Franz Fischler, EU Commissioner, and of Mr. Giovanni Alemanno, Minister of Agricultural and Forestry Policies of Italy at the international workshop in Verona. Our German Partner has introduced a most innovative approach in the training workshop on financial management by putting trainees from CEEC

Partners in the role of auditors.

The Steering Committee requested the Project Leader to undertake an evaluation of all activities carried out at the Project level and to assist Partners in evaluating activities at the national level.

As for the future programme, I wish to draw your attention to the recommendation of the Verona Workshop for the establishment of the European Network for Cattle Production and the decision of the Steering Committee regarding the exit strategy at national and international levels.

Prof. Jean Boyazoglu
Project Co-ordinator

1.0 EU COMMISSIONER FRANZ FISCHLER AND ITALIAN MINISTER OF AGRICULTURE GIOVANNI ALEMANO AT THE VERONA WORKSHOP

Messrs Franz Fischler, EU Commissioner, and Giovanni Alemanno, Italian Minister of

Agricultural and Forestry Policies addressed the closing session of the BABROC International Workshop on the Image of Cattle Production and Cattle Products held in Verona, Italy, 08 March 2002.

Commissioner Fischler in his address underlined the need for all operators involved in the food chain based on cattle production to understand elements influencing the public image of the sector, and in particular the growing attention paid by consumers to sanitary and health aspects

of food and traceability of products. In the EU, meat and other animal products have never had such a high level of safety as they have now. The problem is HOW TO BRING THIS MESSAGE TO THE CONSUMERS! With regard to the quality of products, he was of the view that food safety should be guaranteed for all products but that it is up to the consumer and to the market to make a choice between a variety of products. It is not only the product but also the way in which it is produced that determines the consumers' behaviour. Both the community and the international policies should take into account these factors and recognise that they represent an additional economic burden to cattle producers.

Minister Alemanno noted that the cattle sector in Italy, representing over 50 % of the total value of the animal production in the country, significantly contributed to the development of typical

national products. In the recent past, it has been penalised by various sanitary emergencies. Policy measures and reforms undertaken by the Italian Government, including animal registration and identification, are aimed at a quick recovery of the sector and of the confidence of consumers. In these efforts, AIA, as a representative organisation of all animal producers, has an important role both as a technical body and as a social partner. He also underlined the need for international co-operation in the cattle sector and the capacity of AIA to act as a partner to associations from the EU candidate countries.

AIA President Andena welcomed Messrs. Fischler and Alemanno and presented BABROC as an EU Project operated jointly by breeders' associations from Austria, Germany and Italy as members of the European Union and breeders

associations from eight EU candidate countries. He paid tribute to EAAP (Project Leader) and to Prof. Jean Boyazoglu (Project Co-ordinator) for their contribution to the successful implementation of the integrative and technical part of the Project. The on-going event - an international workshop on the image of the cattle sector and its future - focussed on two major aspects:

1. the impact of the implementation of CAP in the potential new members of the EU; and
2. the impact of emergencies e.g. the out-break of animal diseases, on the public image of the wholesomeness of animal products.

The workshop confirmed the need for more intensive co-operation in the field of animal production in the light of the future accession of the candidate countries in the EU.



The front table at the Verona Workshop. From the left to the right:

- *J. BOYAZOGLU (BABROC Project Co-ordinator),*
- *F. FISCHLER (EU Commissary),*
- *N. ANDENA (President of the Italian Breeders' Association),*
- *G. ALEMANNI (Italian Minister of Agriculture)*

2.0 INTERMEDIATE REPORT ON THE PROJECT OPERATIONS IN 2001

In February 2002, the Project Co-ordinator submitted to the EU PHARE the Intermediate Report on Project Operations for the period 15 January 2001- 15 January 2002. It is composed of five parts: Executive Summary, Summary Description of Operations, Comparison of objectives and results obtained, Financial report and Plan of activities January to June 2002. It was reviewed by the Second Meeting of the Project Steering Committee held in Verona, Italy, 07 March 2002.

Here are some quotations from the Report:

"The aim of the project is to assist national cattle producers' and breeders' associations from eight EU candidate countries as representatives of single enterprises and local associations to adjust their structures and activities to *acquis communautaire* and to improve services provided to their members. It also aims at strengthening co-operation between EU members and candidate countries in

defining and attaining market oriented breeding objectives at country and breed levels. "

"The attainment of the project objectives has been pursued through the implementation of the approved work programme which, although not being substantially changed, was implemented on a selective basis in accordance with specific needs and requests of CC Partners. The EU Partners play a key role in providing expertise and in hosting some of the Project activities."

"In the period under review, the national training activities included eight project inception workshops and twenty one thematic workshops and training courses. ...Over 650 breeders, officials of breeders' associations and farmers unions, representatives of governmental and non governmental institutions and professionals from specialised services for cattle production and marketing took part in Project activities."

"..Some 30 per cent of the EU grant has been spent during the first year of the Project operations. This is mainly due to the fact that the first phase

of the Project focussed on national activities which were substantially co-funded by Partners and Associate Partners. The second phase of the Project - dominantly international activities - will be almost exclusively financed from grant resources."

*"The first phase of the Project operations significantly contributed to the development of the legal framework, structures and functions of cattle breeders' associations in CEEC as business support organisations. This phase was characterised by the national training activities, the major part of which (13 out of 21) compared structures and functions of associations in EU countries with their local situations in a search for the most appropriate solution. The national training activities served also for the transfer of information on *acquis communautaire* in the field of cattle breeding and facilitated the participation of representatives of breeders' associations in the preparation of the legal framework and norms within the preparations for the integration with the European Union."*

3.0 FINANCIAL MANAGEMENT

The international workshop-training course on the financial management of breeders' associations was held in Berlin 11-16 January 2002. It was attended by 21 officials from candidate

countries and 6 experts from EU Partners. The workshop was organised in two parts: lectures by German experts and case studies of the financial management of three German organisations carried out by participants from the candidate countries. The case

studies were carried out in the form of an external auditing of the financial management of the host organisations. Participants greatly appreciated the possibility of obtaining first hand information on the practices in the financial management of service organisations and

breeders' associations. Acting as financial auditors, they also experienced the trust placed in them by the German

Partner and enjoyed its confidence and hospitality.

Participants also attended the international workshop on

trade in animals products between EU and CEE countries organised by ADT in co-operation with the Berlin Green Week.

4.0 IMAGE OF CATTLE PRODUCTION AND CATTLE PRODUCTS

The international workshop on the image of the cattle production and cattle products held in Verona, Italy, on 08 March 2002 was attended by 95 participants - national project co-ordinators, members of the Project Steering Committee, officials in charge of information activities and journalists from all Project Partners. It was organised in the form of a round table chaired by

Mr. G. Pantaleoni (AIA) and a plenary session chaired by Prof. J. Boyazoglu (EAAP).

The round table covered animal identification and registration in EU (J. Claus, Germany), traceability and labelling of meat and of quality products (R. Pieri, Italy) and the consumers' perception of the sector in the light of BSE and FMD emergencies (J. Lederer, Austria).

The plenary session dealt with the image of the cattle sector and cattle products in EU - the

case study of Italy (Prof. A. Nardone) and with the production and consumption in CEE countries in the light of EU integration - expectations and prospects (Prof. F. Habe, Slovenia)

The themes presented by invited speakers were discussed in interventions by participants from the Czech Republic, Hungary, Italy, Poland, France and Slovenia. Proceedings of the workshop will be published in the EAAP Technical Series and placed on the BABROC Web site.

5.0 FROM THE VERONA WORKSHOP

5.1 Nino Andena, President of AIA (Italy):

The BSE crisis has resulted in a sharp decline in beef consumption. The introduction of cattle identification and registration, together with meat labelling and traceability of products is expected to contribute to the recovery of beef consumption and the stability of the cattle sector.

The Italian animal production sector organised by AIA and its federal associates has demonstrated its vitality and the high technical level of its operations. It is a reliable partner in the field of international co-operation in areas of broad interest, such

as technology, genetics and the overall management of the sector.

5.2 Jurgen Claus, (Germany):

The stronger focus on health aspects of food products has imposed a need for the establishment of a unique system of identification and registration of cattle and labelling of beef and beef products in the European Union. The system has proved to be the key factor for the efficient sanitary control and for consumer protection; a first powerful link in the complete cattle sector chain from production to consumption. It can also be efficiently used in animal breeding and genetic improvements.

5.3 Josef Lederer, (Austria):

Consumers expect that food safety is ensured in all components of the food chain - production, processing and distribution. They want safe food with reasonably low-prices produced from a more sustainable systems without negative impact on the environment. The BSE crisis - even at the time when there were no BSE cases in Austria - caused a 30 to 50 per cent decline in farm prices.

5.4 Renato Pieri (Italy):

Traceability of products is not just a simple instrument of food safety. It has a political significance because it introduces the consumer as a factor in the formulation of agrarian and food policies. It also represents a new phase in

the development of the relations between producers and consumers in the search for differentiation and improvements in the quality of products and services; from products of defined origin to biological products

5.5 Alessandro Nardone (Italy):

The information system developed by AIA is based on both traditional technologies, such as printed publications, journals, use of electronic media, and modern ones, such as the use of Internet web sites and on-line information to producers. The professional press plays an important role in ensuring the transparency of operations of

the sector and in providing information to consumers. Problems of the cattle sector, including relations with consumers and the promotion of cattle products, are quite similar in all European countries. Their efficient solution requires well-structured joint programmes and actions which can be ensured, in the medium to long term, by the establishment of a European network of national associations of cattle producers.

5.6 Franc Habe (Slovenia):

Milk and beef production and consumption in the EU candidate countries are

expected to increase after accession. Milk consumption will grow in parallel with the internationalisation of dietary habits and an enlarged presence of special products from the western part of a future enlarged EU. The beef sector will have to find its place in the expected growth of the demand for meat and meat products by improving the image of the sector and by introducing new, more suitable products to the market. Both milk and beef processing capacities will have to be modernised or closed.

6.0 MEETING OF THE PROJECT STEERING COMMITTEE

The Project Steering Committee (PSC) held its second meeting in Verona, Italy, on 07 March 2002. All members of the PSC, Mr. Aimé Aumaitre, President of EAAP, and Mr. Giuseppe Pantaleoni, Vice President of the Italian Association of Animal

Producers (AIA) attended the meeting. The PSC reviewed the Co-ordinator's Intermediate Report, the financial report and the report on the management evaluation undertaken by OMAS for the PHARE Business Support Programme, and approved the Plan of activities for the period March 2002 - January 2003.

The PSC agreed with the proposal made by the Project Co-ordinator regarding the exit strategy, the preparation of principles for the establishment and functioning of a European network of cattle producers, and the evaluation of the impact of the Project on the restructuring of national breeders' associations in the light of a forthcoming accession to the EU.

7.0 IMPORTANT DEADLINES

30 April 2002 was established by the Project Steering Committee as the deadline for the submission of application forms for internship of young professionals from CEE Partners in the EU countries and for requests for secondment of experts from EU Partners to CEE Partners.

8.0 INTERNATIONAL WORKSHOP FOR CLASSIFIERS

The international workshop for cattle classifiers will be held in Salzburg, Austria on 26 to 29 June 2002. It will cover the theory of linear traits, theoretical and practical aspects of linear classification and practical training.

The specific workshop for Holstein classifiers will be organised by the Hungarian Partner in September 2002 in Kaposvar, Hungary.

9.0 SUMMARY OF BABROC ACTIVITIES (AT MARCH 2002)

Dates	Meetings	Organisers	Organising Country	Report received	Report ending	Meetings in pipeline	Meetings in first stage of planning
17/18 February, 2001	1 st Inception Workshop	Kadlecik	Slovakia	X			
27 February, 2001	Inception Workshop	Klopcic	Slovenia	X			
19 March, 2001	Training Course (identification & registration)	Klopcic	Slovenia	X			
04 April, 2001	Inception Workshop	Uchockiene	Lithuania	X			
05 April, 2001	Training Course (organisation of breeders' associations)	Uchockiene	Lithuania	X			
09 April, 2001	Training Course (organisation of breeders' associations)	Klopcic	Slovenia	X			
10 April, 2001	Training Course (market regulations)	Habe	Slovenia	X			
18 April, 2001	Inception Workshop	Rafai	Hungary	X			
19 April, 2001	Training Course (organisation of breeders' associations)	Rafai	Hungary	X			
19 April 2001	Inception Workshop	Liciu	Romania	X			
24 May, 2001	Inception Workshop	Kadlecik	Slovakia	X			
25 May, 2001	Training Course (organisation of breeders' associations)	Kadlecik	Slovakia	X			
04 June, 2001	Inception Workshop	Cholewicki	Poland	X			
05 June, 2001	Training Course (organisation of breeders' associations)	Cholewicki	Poland	X			
06 June, 2001	Training Course (organisation of breeders' associations)	Cholewicki	Poland	X			
09 July, 2001	Training Course (organisation of breeders' associations)	Haasmaa	Estonia	X			
10 July, 2001	Training Course (organisation of breeders' associations)	Haasmaa	Estonia	X			
24 August 2001	Technical Workshop (Steering Committee)	Boyazoglu	EAAP Hungary	X			
25 August 2001	Workshop on Preparing & Presenting Papers & Reports	Garnsworthy	EAAP Hungary	X			
29 August, 2001	1 st Steering Committee meeting	Zjalic	EAAP Hungary	X			
05/06 September 2001	Training Course (organisation of breeders' associations)	Haasmaa	Estonia	X			
03/07 September 2001	Training Course (organisation of breeders' associations)	Haasmaa	Estonia	X			
20/22 September 2001	Training Course (organisation of breeders' associations)	Haasmaa	Estonia	X			

Dates	Meetings	Organisers	Organising Country	Report received	Report ending	Meetings in pipeline	Meetings in first stage of planning
05 October 2001	Training Course (organisation of breeders' associations)	Liciu	Romania	X			
17 October 2001	Inception Workshop	Kvapilik	Czech Rep.	X			
18 October 2001	Training Course (organisation of breeders' associations)	Kvapilik	Czech Rep.	X			
19 October 2001	Training Course (organisation of breeders' associations)	Kvapilik	Czech Rep.	X			
24 October 2001	Training Course (market regulations)	Kvapilik	Czech Rep.	X			
29/31 October 2001	Training Course (marketing)	Demeter	Hungary	X			
06/07 November 2001	Training Course (organisation of breeders' associations)	Cholewicki	Poland	X			
18/19 November 2001	Training Course (marketing)	Klopcic	Slovenia	X			
22/23 November 2001	Training Course (organisation of breeders' associations)	Liciu	Romania	X			
03/05 December 2001	Training Course (market regulations)	Kvapilik	Czech Rep.	X			
10/14 December 2001	Training Course (identification & registration)	Uchockiene	Lithuania	X			
11/16 January 2002	Financial Management Workshop	Schmitt	Germany	X			
05/07 March 2002	Editors Workshop (Image of Products)	Fraddosio	Italy		X		
13 March 2002	Training Course (market regulations)	Kvapilik	Czech Rep.		X		
26 March 2002	Training Course (market regulations)	Kvapilik	Czech Rep.		X		
March/April 2002	Training Course (marketing)	Uchockiene	Lithuania				X
April 2002	Training Course (A.I.)	Liciu	Romania				
16/20 April 2002	Training Course (organisation of breeders' associations)	Cholewicki	Poland				X
Spring 2002	Training Course (organisation of breeders' associations)	Klopcic	Slovenia				X
24 May 2002	Training Course	Liciu	Romania				
May/June 2002	Training Course (market regulations)	Uchockiene	Lithuania				X
May 2002	Training course (identification & registration)	Demeter	Hungary				X
26/29 June 2002	Chief Classifiers Workshop	Potucek	Austria				X
September 2002	Breeding Societies & Genetics Resources	Haasmaa	Estonia				
September 2002	Workshop Holstein Classification	Demeter	Hungary				X
26/29 September 2002	Evaluation & Comparative meeting	Rafai	Hungary				X
October/November 2002	Training Course (market regulations)	Kvapilik	Czech Rep.				X
22 November 2002	Training Course	Liciu	Romania				X

10. HUMAN RESOURCES OF THE PROJECT

10.1 Steering Committee

J. Lederer (Austria)
J. Kvapilík (Czech Republic)
N. Haasmaa (Estonia)
F. Schmitt (Germany)
P. Rafai (Hungary)
P.P. Fraddosio (Italy)
A. Svitojus (Lithuania)
A. Cholewicki (Poland)
G. Liciu (Romania)
O. Kadlecik (Slovak Republic)
F. Habe (Slovenia)
J. Boyazoglu (EAAP, Italy)
V. Vigne (EAAP, Italy)
A. Rosati (ICAR, Italy)

10.2 National Co-ordinators

E. Potucek (Austria)
J. Kvapilík (Czech Republic)
N. Haasmaa (Estonia)
F. Schmitt (Germany)
P. Rafai (Hungary)
P.P. Fraddosio (Italy)
D. Uchockiene (Lithuania)
A. Cholewicki (Poland)
G. Liciu (Romania)
O. Kadlecik (Slovak Republic)
M. Klopčič (Slovenia)

10.3 Project Leader

EAAP, Via Nomentana 134
I-00162 Rome, Italy
Phone: +39-0686329141
Fax: +39-0686329263
e-mail: eaap@eaap.org
Web site: www.eaap.org

10.4 Project Co-ordinator (PC)

J. Boyazoglu

10.5 Chief Technical Officer (CTO)

M. Zjalic

10.6 Project Secretary (PS)

V. Vigne

10.7 Accountant

E. Couto

10.8 Information and Documentation Officer

C. Mosconi

10.9 Correspondence and Registry Clerk

S. Pistoni