ASSEMBLY OF EUROPEAN HORTICULTURAL REGIONS

A.R.E.F.L.H

SAFEGUARDING THE EU FRUIT & VEGETABLE CMO

Preserve what works: the future of F&V sectoral interventions

— 1 BACKGROUND

For almost 30 years, the fruit and vegetable Common Market Organisation (CMO) has helped producer organisations (POs) and associations of producer organisations (APOs) strengthen farmers' market position, aggregate supply and invest collectively, combining producers' own resources with EU funding.

The **Commission's July 2025 proposals 565, 560, and 553** could reshape this model. With PO membership declining and implementation uneven across Member States, the European Court of Auditors' **Special Report 22/2026** points to the need to make membership more attractive.

Also, the **Mammi opinion** of the European Committee of the Regions, and the **Sargiacomo report** currently under discussion in the European Parliament all underscore the importance of preserving a common CMO centred on recognised POs and APOs, with harmonised rules for calculating the Value of Marketed Production (VMP) and a financing framework based on EU resources to ensure a level playing field across the Single Market.

— 2 FACTS & FIGURES

€80bn

annual EU fruit & vegetable production in 2024

(Source: ECA Special Report 22/2026)

1,540

recognised POs in 2023; 190,000+ producers

(Source: ECA Special Report 22/2026)

42%

of production marketed through recognised POs in 2023

(Source: ECA Special Report 22/2026)

~€1 bn

Average annual EU support linked to VMP

(Source: ECA Special Report 22/2026)

— 3 CMO: A SUCCESS STORY

EU financial assistance is directly linked to the Value of Marketed Production (VMP), ensuring that support reflects the economic activity of producer organisations. At the same time, producers contribute their own resources to operational funds, reinforcing their financial responsibility and commitment to collective investments.

The CMO brings together common **EU objectives, producer responsibility and long-term investment**. By coordinating production, concentrating supply and improving production systems, POs and APOs reinforce farmers' bargaining power and market position. In a context of growing geopolitical uncertainty and environmental challenges, a strong network of producer organisations is more essential than ever to ensure a resilient, competitive and sustainable food supply chain.

Through multiannual operational programmes, POs and APOs can invest in **innovation, infrastructure, environmental sustainability and crisis prevention**. Predictable EU financial support provides the stability needed to plan and implement ambitious investments over the long term.

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THE FUTURE OF THE F&V CMO

Protecting what works in the next CAP

— 4 THE RISKS OF THE CURRENT REFORM

AREFLH identifies five threats to the fruit and vegetable CMO and the PO system within the Commission's proposal for the financial period 2028-2034:

01	**Loss of financial predictability and level playing field.** Greater dependence on national decisions and co-financing. Risk of fragmenting the Single Market.
02	**Disruption of existing programmes.** Approved operational programmes and ongoing investments could be interrupted prematurely.
03	**Weakening of the link between EU support and VMP.** No guaranteed EU-wide minimum level of public support linked to marketed production.
04	**Threat to transnational POs and APOs.** National financing could undermine organisations operating across borders.
05	**Weaker incentives for PO recognition.** Excessive support for producer groups could discourage full recognition and aggregation.

— 5 AREFLH PROPOSALS

The reform should preserve the principles behind the CMO's success while adapting them to the new governance framework.

- **EU financing and a level playing field.** Sectoral interventions should not require national co-financing. Common EU rules prevent fragmentation of the Single Market.
- **Link between EU support and VMP.** The Link between public support and the Value of Marketed Production should be preserved, with a common calculation method established by the Commission.
- **Minimum public support.** The EU contribution should provide a minimum threshold, with total public support covering at least 50% of eligible expenditure.
- **Continuity for existing programmes.** Let programmes approved under Regulation (EU) 2021/2115 run under their agreed conditions, with necessary expenditure financed in the next MFF.
- **POs, APOs and members.** Allow investments at the premises of POs, APOs, subsidiaries and producer members. Clarify the coordination between the programmes of POs and APOs.
- **Recognition as the goal.** Keep producer group support transitional and targeted at countries with low organisation rates, with a clear path to full PO recognition.

A proven policy should be improved, not dismantled. For nearly three decades, the CMO has combined producer responsibility, market orientation and long-term investments. The reform must keep conditions fair and predictable for POs across Europe.