
Market Responsibility Programme

Market Responsibility Programme – MRP

Reacting to crises – applying the MRP

The plan is to apply the MRP in three phases.



1. Early warning (Market Index falls by 7.5 %)

- Monitoring agency announces early warning
- Private storage is opened
Incentive programmes for extra consumption such as sucking-calf production, milk fattening of heifers etc.
- Phase is maintained until the index returns to 100



2. Crisis (Market Index falls by 15 %)

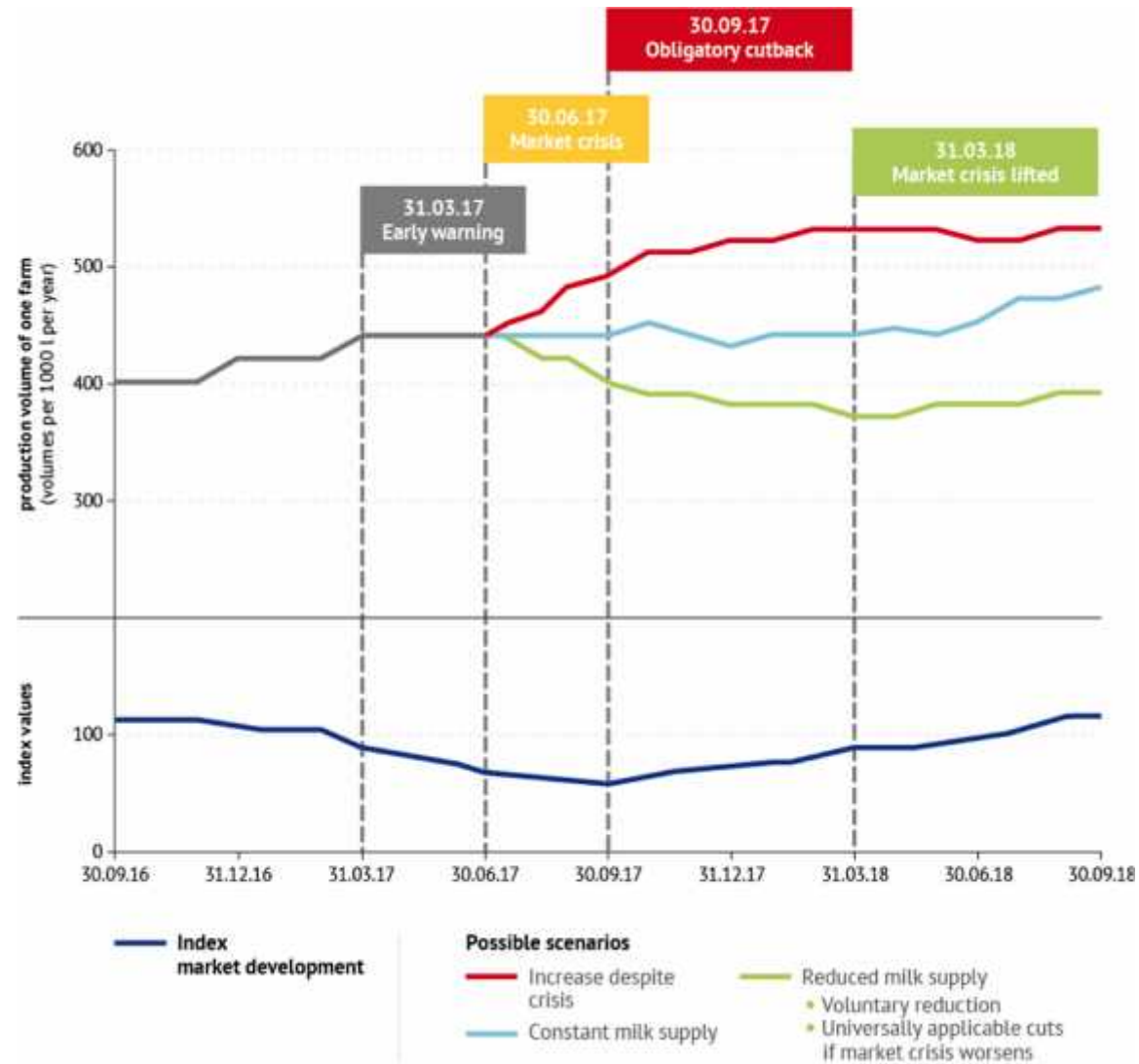
- The crisis is officially established and announced by the Monitoring Agency
- Core elements of the Market Responsibility Programme are started
- A reference period is defined
- A restraint on supply is imposed (at least 5 %), bonus for reducing production
- Market responsibility levy from the first kilo for farms increasing production



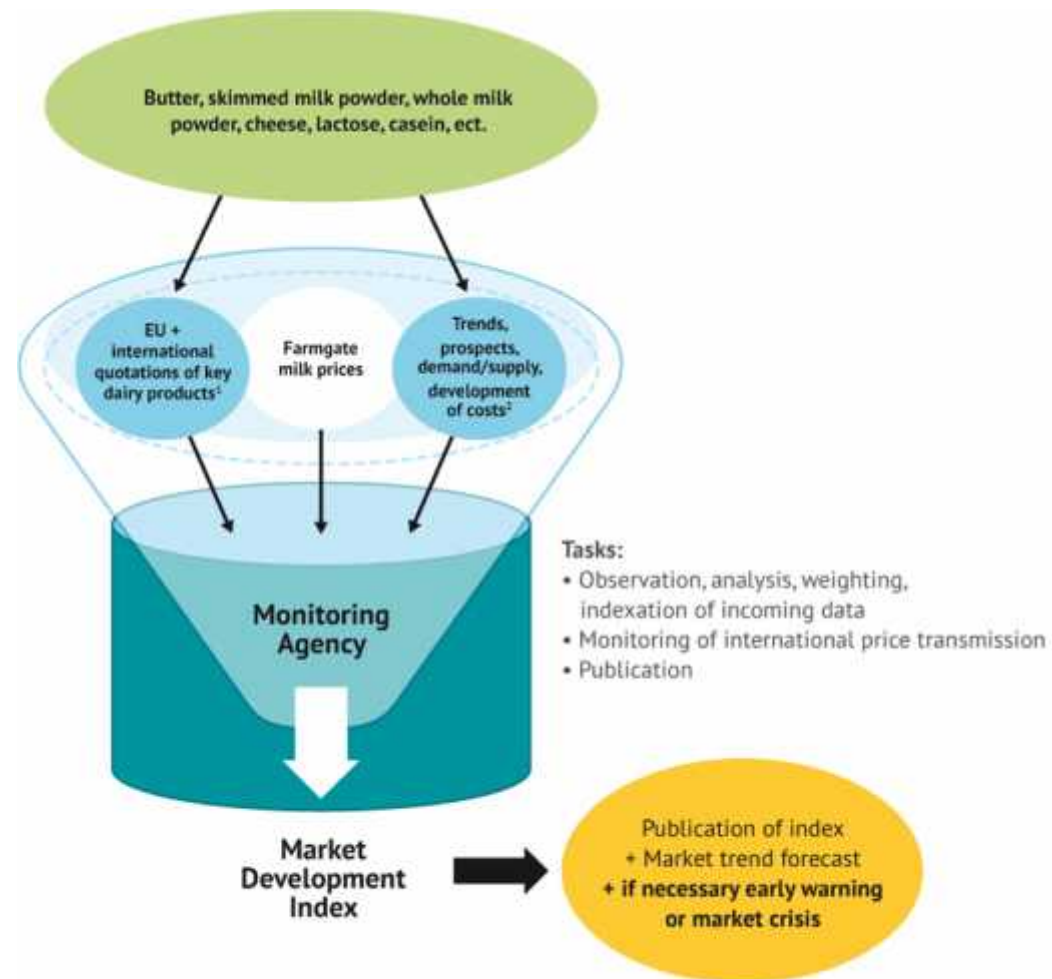
3. Obligatory cutback phase (Market Index falls by 25 %)

- Universally applicable reduction in the supply of milk by 2–3 % for a defined period, e. g. 6 months
-

Market Responsibility Programme – MRP



Market Responsibility Programme – MRP



1. e.g. to be gathered from: DCA, CLAL, DGT, CME

2. e.g. to be gathered from: Eurex, IFCN, Ife, FAO