



**COUNCIL OF  
THE EUROPEAN UNION**

**Brussels, 4 November 2009**

**15330/09  
ADD2**

**POLGEN 175  
COMPET 454  
AGRI 480  
ALIM 5  
AGRISTR 42  
AGRIORG 111**

**COVER NOTE**

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from: Secretary-General of the European Commission,  
signed by Mr Jordi AYET PUIGARNAU, Director

date of receipt: 30 October 2009

to: Mr Javier SOLANA, Secretary-General/High Representative

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Subject: Commission staff working document  
Improving price transparency along food supply chain for consumers and  
policy makers. Accompanying document to the  
Communication from the Commission to the European Parliament, the  
Council, the European Economic and Social Committee of the Regions  
- A better functioning food supply chain in Europe

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Delegations will find attached Commission document SEC(2009)1446 final.

Encl.: SEC(2009)1446 final



COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 28.10.2009

SEC(2009) 1446

**COMMISSION STAFF WORKING DOCUMENT**

***Improving price transparency along the food supply chain for consumers and policy makers***

*Accompanying document to the*

**COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN  
PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL  
COMMITTEE AND THE COMMITTEE OF THE REGIONS**

**A better functioning food supply chain in Europe**

{COM(2009) 591 final}

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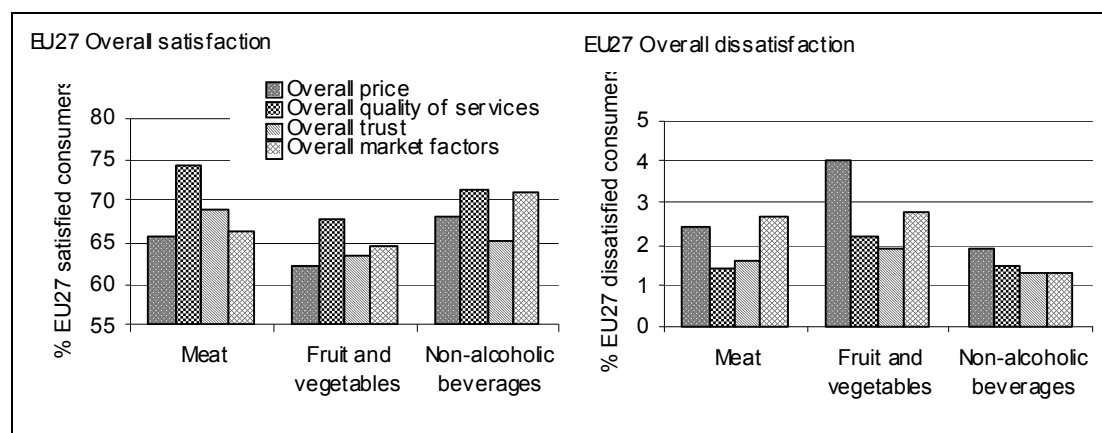
## COMMISSION STAFF WORKING DOCUMENT

### Improving price transparency along the food supply chain for consumers and policy makers

#### 1. CONSUMERS' OVERALL PERCEPTION OF THE FOOD MARKET

1. The Commission has studied consumers' perception of the food market through a Consumer Satisfaction survey<sup>1</sup> for three markets (meat, fruit and vegetables and non-alcoholic beverages). The survey shows, among other issues, whether consumers perceive prices given by retailers as transparent; whether consumers are able to compare prices and the kind of problems consumers encounter while buying food.
2. Figure 1 shows consumers' overall satisfaction with four aspects of the functioning of the market: price (whether retailer offers reasonable value for money), quality of services, trust (whether retailer is trustworthy and adheres to the rules set in place to protect consumers) and market factors (such as competition, price and quality comparability between retailers, cross-border purchasing).

Figure 1. Levels of consumers overall satisfaction



Source: IPSOS Consumer Satisfaction survey, 2008

3. Consumers' opinions on whether retailers offer **reasonable value for money** vary depending on the market. Consumers are quite satisfied with the non-alcoholic beverages and meat sectors (68% and 66% respectively) but less so for fruit and vegetables (62%). One of the possible reasons is that it is probably easier for consumers to evaluate and compare beverages than vegetables.
4. Most European consumers seem to be satisfied with **the choice of prices** in the three food markets, although less so again for fruit and vegetables (69% for non-alcoholic beverages, 65% for meat, 61% for fruit and vegetables). The fruit and vegetables market also shows the greatest differences between Member States. In fact the

<sup>1</sup> Consumer Satisfaction survey conducted for the European Commission by IPSOS Belgium in 2008

percentage of dissatisfied consumers in SE, DK and EE ranks between 15% and 20%, considerably above the EU27 average of 4.7%.

5. The majority of EU consumers agree that in the three markets **prices are clear and accurate**, i.e. consumers know exactly what they are going to pay before paying for the product. The percentage of consumer satisfied with price presentation (non-alcoholic beverages: 75%; meat: 74%; fruit and vegetables: 71%) is higher than the corresponding figure for the other areas considered e.g. product labelling or choice of prices. This suggests that in most cases prices are rather clearly displayed in shops. In addition, although the majority of problems reported by consumers in the survey are generated by the quality of food products, consumers also have problems with prices, and perceive them as too high, not properly indicated or advertised (figure 2).

**Figure 2: Consumers' negative experiences**

Market	% of consumers who have experienced 1-4 problems	Type of problem	% of consumers who communicated the problem to the retailer	% of consumers satisfied with the way their retailer dealt with their complaint	% of consumers who took further actions against their retailer
Fresh fruit and vegetables	EU27: 12%	quality of the product: 83% prices: 16% quality of the service: 8%	EU27: 61% EU15: 62% NMS12: 54%	EU27: 77%	EU27: 3%
Meat	EU27: 7%	quality of the product: 74% prices: 15% quality of the service: 10%	EU27: 70% EU15: 73% NMS12: 53%	EU27: 77%	EU27: 5%
Non-alcoholic beverages	EU27: 3%	quality of the product: 42% prices: 23% quality of the service: 16%	EU27: 64% EU15: 66% NMS12: 58%	EU27: 64%	EU27: 6%

Source: IPSOS Consumer Satisfaction survey, 2008

6. Most EU consumers agree that it is easy to compare prices of products at their retailer (71% for non-alcoholic beverages, 65% for fruit and vegetables and 67% for the meat sector). However, comparability of prices between different retailers seems to be problematic: only 63%, 60% and 58% respectively. Moreover, consumers are less satisfied with this aspect than with e.g. opening hours or transparency of prices. Comparability of prices between different retailers causes more difficulties in the food sectors than in other markets (Figure 3). This might be related to the nature of food products and also the sales channels used in food markets, where the share of traditional trade is higher than in non-food markets. However, this data suggests that there may be a need for development of appropriate, widely accessible tools that would provide consumers with possibility to compare prices of food products.

**Figure 3: EU27 average % of consumers satisfied with comparability of prices**

	Fresh fruit and vegetables	Meat	Non-alcoholic beverages	Entertainment and leisure goods	ICT	Other HH electrical equipment	Clothing and footwear
Price comparability between retailers	59	58	63	62	66	67	64

Source: IPSOS Consumer Satisfaction survey, 2008

7. Transparency and comparability of prices is a key issue, for consumers and policymakers. Consumers need accessible, accurate and timely information on

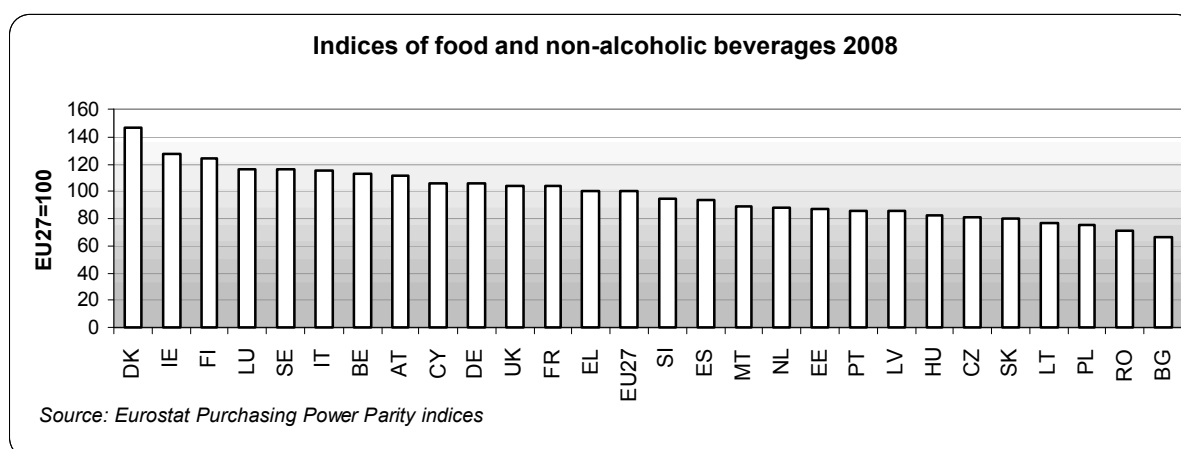
prices. Policymakers also need reliable data to assess the functioning of the markets of goods across the European Union and at national level.

8. Two initiatives are needed: one for policymakers to collect data at EU level by Eurostat and national statistical offices, and one for consumers, through price comparison websites covering national markets.

## 2. COLLECTION OF PRICE LEVELS OF COMPARABLE CONSUMER PRODUCTS AT THE LEVEL OF THE EUROPEAN UNION AND THE MEMBER STATES

9. A comparison of the general level of food prices across the EU using indices from the Purchasing Power Parity exercise carried out by Eurostat every 3 years and then updated by Harmonised Index of Consumer Prices shows important differences in price levels between the Member States.

**Figure 4: Indices of food and non-alcoholic beverages**



10. Below the European average are Bulgaria, the Czech Republic, Estonia, Latvia, Lithuania, Hungary, Malta, Poland, Romania, Slovenia, Slovakia, the Netherlands, Portugal, and Spain. The most expensive countries as far as food is concerned are Denmark, Finland, Ireland, Luxembourg and Sweden. The differences between countries generally mirror the overall standard of living in the Member States<sup>2</sup>, with some exceptions e.g. the low prices level of food in the Netherlands. It is also noteworthy that the United Kingdom has lower prices than e.g. Ireland and Sweden even if it is on a comparable standard of living.
11. In addition to the analysis based on Purchasing Power Parities, the collection and analysis of prices at the product level across the internal market has also been developed to help policymakers at EU and national level to benchmark consumer markets across the EU. To this end, the products should be sufficiently comparable across the countries and also sufficiently representative of price developments in their respective markets in the European Union as a whole. The collection of prices

<sup>2</sup> As the proxy for the standard of living is used the actual individual consumption (individual consumption and public expenditures on health and education) in euros per inhabitant.

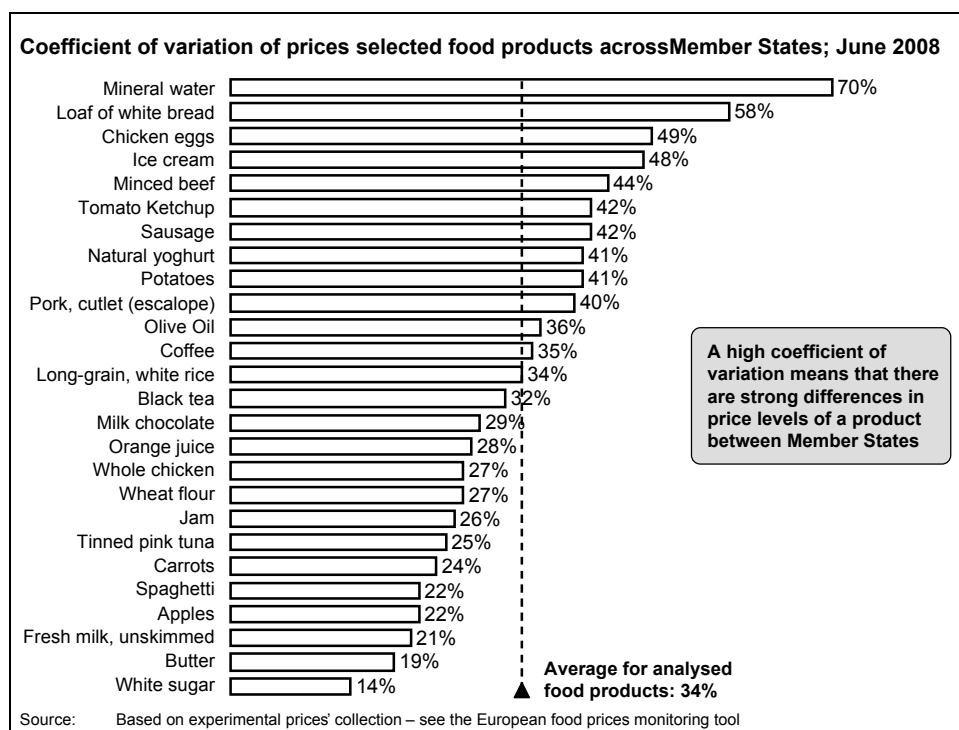
of consumer products is also intended to serve as an input to the analysis of particular food supply chains.

12. The first collection of prices of comparable consumer products which forms part of the EU food prices monitoring tool has been conducted for the Consumer Markets Scoreboard published in 2009. An example of analysis based on this data is presented below. It is mostly based on the **data** published by Eurostat in February 2009. The publication was an experiment on the basis of the samples of prices gathered by the National Statistical Institutes of the Member States for the monthly Harmonised Index of Consumer Prices (HICP) statistics<sup>3</sup>. It shows the potential future applications of the data once they are collected regularly as a part of the EU food prices monitoring tool.
13. The price data were collected in June 2008. The samples of products surveyed are representative for the consumption patterns of the particular Member States and therefore differ to some extent from each other.
14. The table of prices collected and recalculated into Euros according to June 2008 exchange rates is attached as Annex 1 in the end of the document.
15. It should be kept in mind that:
  - The general product description allows for differences between the product descriptions used in the individual Member States.
  - Product descriptions used in the individual countries may allow for a smaller or larger variability of products within the samples. In some cases the national product descriptions used exceeded some qualifications as given in the general product descriptions. This was indicated by footnotes in the Eurostat document or the product was deleted from the table depending on whether the deviation from the general product description was expected to have significant impact on the price level.
  - Products, even when physically comparable may have very different market positions across countries national markets. E.g. mineral water may be a locally-sourced everyday purchase for many families in countries like IT or ES, but an occasional purchase for only a small proportion of households in others (e.g. UK). Ground coffee may be another example of a product with a different market position in different countries.
  - The number of countries for which the prices of products according to the general product descriptions were available for publication varies across products (from 21 as a maximum to 8 for natural yoghurt).
16. The graph below provides the information about degree of differentiation (measured by coefficient of variation – the standard deviation divided by the mean) for the sample of products for which experimental data was released by Eurostat.

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<sup>3</sup> A research report going into more detail can be found on the Eurostat website: [http://epp.eurostat.ec.europa.eu/portal/page/portal/hicp/documents/Tab/Tab/04\\_METH\\_CPR\\_-FEB\\_2009\\_WEB\\_0.pdf](http://epp.eurostat.ec.europa.eu/portal/page/portal/hicp/documents/Tab/Tab/04_METH_CPR_-FEB_2009_WEB_0.pdf)

**Figure 5: Dispersion of price levels for selected products across Member States**



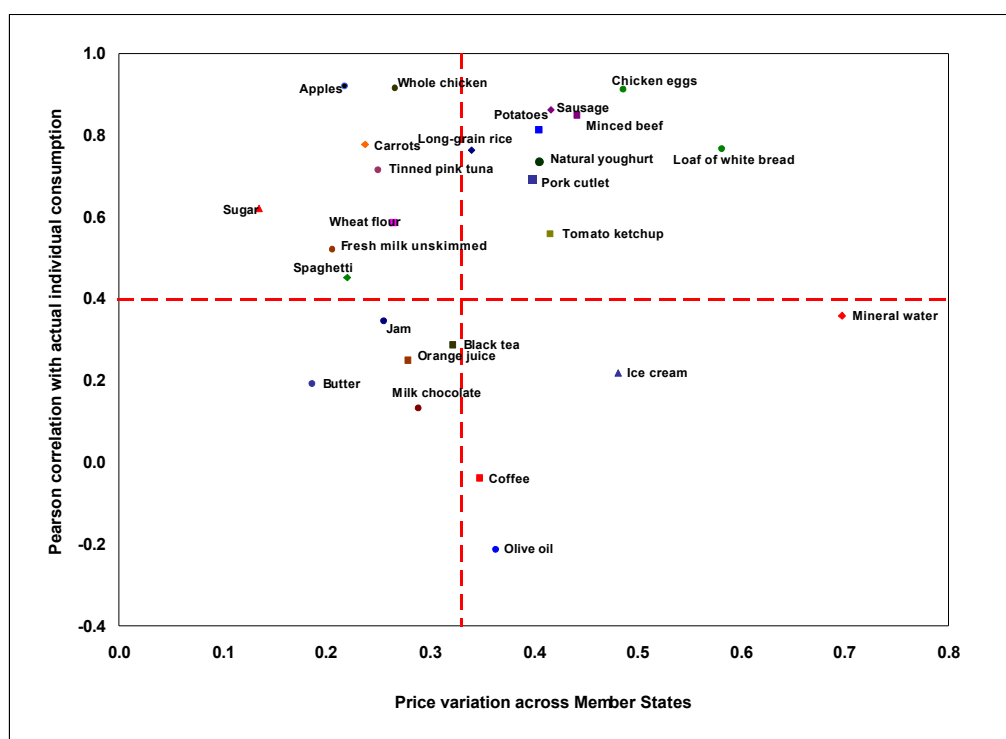
17. The degree of differentiation of prices varies from one product to another. Several factors, such as differences in standard of living, differences in levels of value added tax, or the cultural preferences of the population may explain some of the differences in price levels. Limited intra-EU trade flows of food products make food markets mostly local and contribute to the dispersion of price levels across Member States. However, other factors, such as market dynamics and competition intensity may also play a role. For example, two products which are often locally-sourced and similar such as potatoes and carrots display very different price dispersion (~40% for potatoes and ~20% for carrots).
18. As to this particular data source, the variation is often related to the **differences in product description** between the countries. This may be the case of white bread (according to different culinary traditions), chicken eggs (different sizes), and minced beef (sometimes replaced by minced pork). On the other hand, the highest differentiated prices of mineral water seem to be more difficult to explain by product difference. The differentiation of prices of ice cream or sausages cannot be explained by differentiated product descriptions either.
19. Cultural habits and taste preferences vary widely across the European Union. This may explain the high variation of the prices of bread, because different kinds of bread are covered by the price collection in different countries. This may be the case for olive oil, which is produced locally and commonly consumed in Southern Europe but much less so in Northern and Eastern Europe.
20. Another explanation of differences in price levels lies in the tradability of the considered food products. In general, food is produced locally, with some exceptions. One may be sugar, the prices of which are homogenous. On the other hand, the



differentiation of prices of mineral water may be explained by the local origin of the product.

21. The **general standard of living of the population** can influence food prices in different ways. First, if food is produced locally, the labour costs may be lower or higher. Finally, the providers may adjust to the level of purchasing power, differentiating prices between countries (in particular in the case of multinationals). The dispersion of the majority of retail food prices is lower than the dispersion of the standard of living across Member States (around 0.50). It is to be expected that price levels are higher in richer countries. In contrast, it is worrying if price differentiation is high and not connected to the differences in the standard of living of particular countries. The graph below captures this relationship on two axes. The horizontal one shows the variation of prices of a given food product. The vertical axis shows the correlation between the prices of the product by country and the standard of living (actual individual consumption) per inhabitant in this country. The graph is divided into 4 parts by the median of variation and by the 0,4 correlation threshold (separating highly and weakly correlated items for this number of variables).

**Figure 6: Comparison of price variations and consumption levels**



Source: own calculations based on Eurostat data

22. The different quadrants of this graph correspond to different situations. Prices of products in the upper right hand-side quadrant (such as minced beef) are highly differentiated, but they are also rather closely correlated with the standard of living. They may be qualified as fragmented and connected to local conditions (labour cost and purchasing power of the population). Prices in both left-hand quadrants are little differentiated. Thus those markets may be qualified as more integrated. In most cases prices are also correlated with the standard of living.

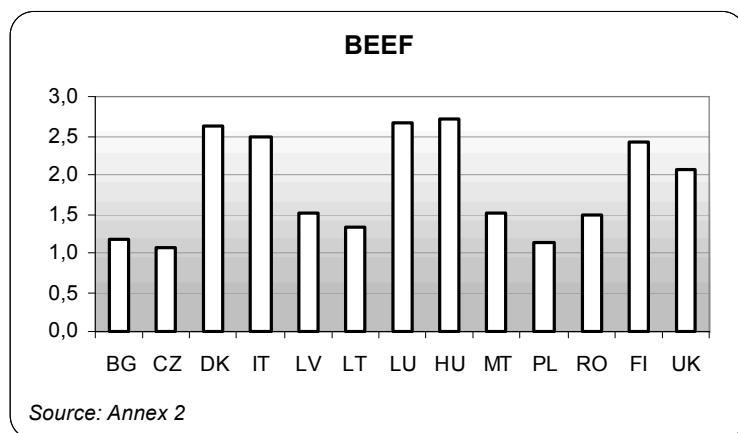
23. The lower quadrant on the right-hand side of this graph indicates products where market malfunctioning may be the case. The products we find here are characterised by relatively high price variation and, at the same time, low correlation with the level of living. Thus, obviously, the markets are fragmented and, moreover, the standard of living does not explain variation. The products in this quadrant are: ice cream, olive oil, mineral water and coffee. In the case of olive oil it may be explained by the "cultural" and local character of this good: it is particularly expensive in the Czech Republic, Hungary and Poland, where it is not a good of everyday use, contrary to Spain or Portugal, where it is in common use. In the case of coffee, some outliers are due to different package size (coffee in smaller packages is more expensive when the price is further recalculated into common units). Finally, ice cream and mineral water are difficult to explain. As the first round of the collection was experimental, it is difficult to identify precise reasons of differences in some cases.
24. The collection of prices of consumer goods also permits some analysis of the **performance of the food supply chain**. The analysis covers only the simplest food supply chains, for which it is easy to identify the agricultural input (minced beef, pork cutlet, whole chicken, fresh milk, eggs). Tables in Annex 2 show that prices of some agricultural commodities are much more harmonized than prices of listed consumer products. This is the case of minced beef (indicator of variation of consumer prices 0.44 and of bulls carcass 0.25), of pork (cutlets 0.40; pig meat carcass 0.09) and of eggs (consumer prices of eggs 0.49 ; and of eggs sold by farms – 0.34). Consumer markets for these products were more fragmented than related agricultural commodity markets. In some cases (minced beef, eggs) it may be the impact of differences in consumer product descriptions. In the case of milk, the situation is the reverse (consumer markets are less fragmented than those of agricultural goods)<sup>4</sup>. A direct comparison of consumer prices of final output and of unit prices of agricultural input gives very different results across countries. It should be however kept in mind that agricultural prices like consumer prices are taken for June 2008, which was a peak of commodity prices. The peak in consumer price indices for food products came only later in 2008 or early 2009.

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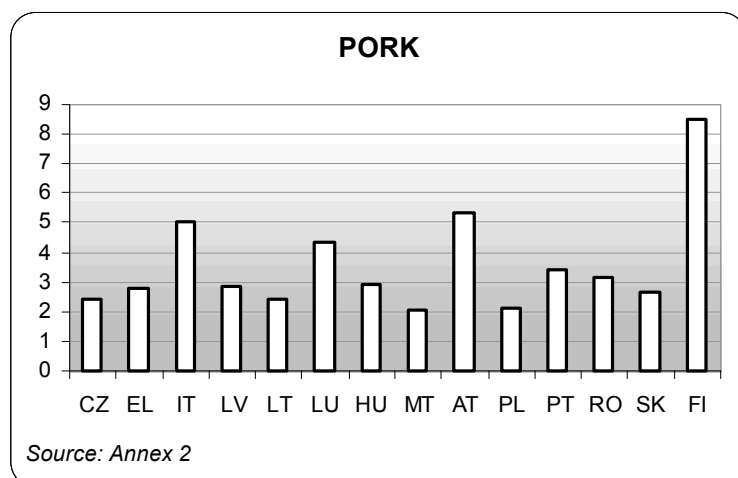
<sup>4</sup>

Milk prices at farm-gate level may significantly differ across Member States. However, this is mainly linked to the product-mix of the dairy industry and to the perishability of the product which limits its tradability (as compared to other agricultural products).

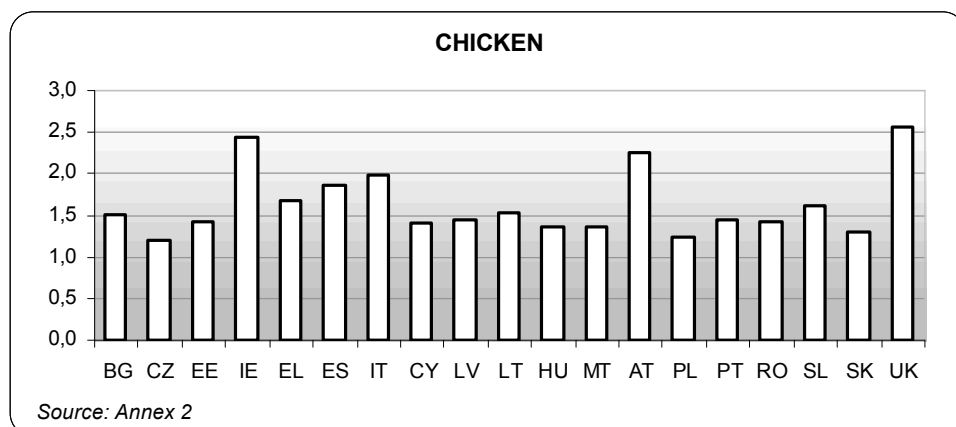
**Figure 7: Ratio consumer price (minced beef) to commodity price (carcass)**



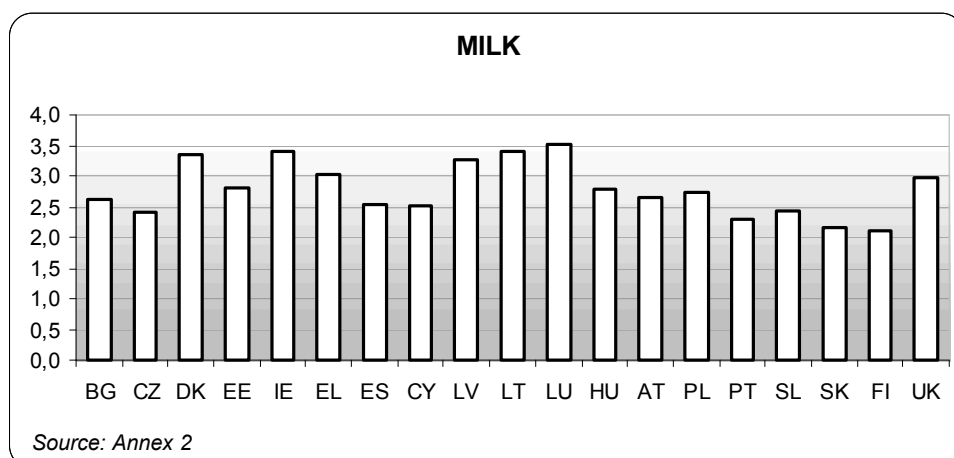
**Figure 8: Ratio consumer price (pork cutlet) to commodity price (carcass)**



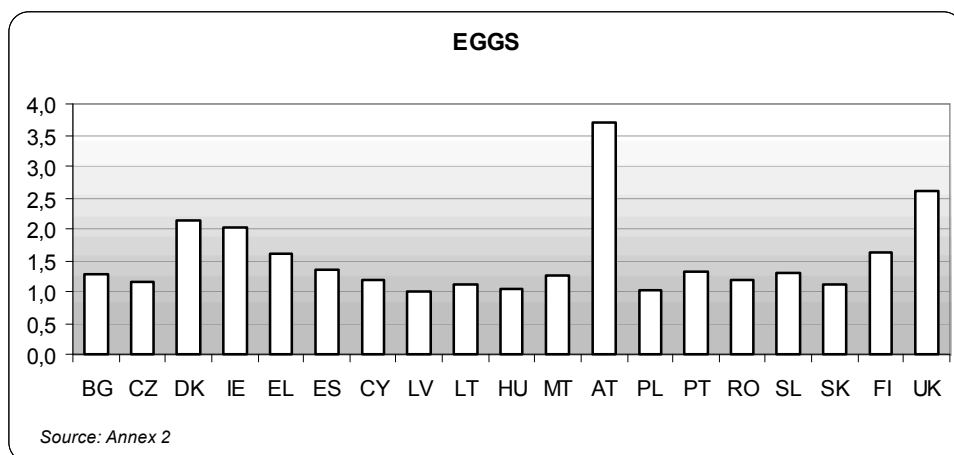
**Figure 9: Ratio consumer price (whole chicken) to commodity price (carcass)**



**Figure 10: Ratio consumer price (fresh milk) to commodity price (milk producer price)**



**Figure 11: Ratio consumer price (chicken eggs) to commodity price (fresh shell eggs)**



25. This example shows the potential of future analyses of food supply chain based on the level of prices at different stages.

### 3. FURTHER DEVELOPMENTS OF THE EUROPEAN FOOD PRICES MONITORING TOOL

26. The comparison of food prices as paid by consumer across Europe set out in this paper based on the available data suggests a number of possible improvements:

- A much broader number of prices of comparable food products, covering categories of food as detailed as possible.
- Indices of price developments that are in a classification coherent with the one used for price levels.
- As consumer prices change quickly and there may be a need to take actions rapidly, there may be a need for more frequent, preferably monthly, availability of detailed prices of food.

- The analysis revealed the need for a more detailed classification of food products into processed and non-processed. Moreover, a more detailed classification would help detect differences in price behaviour due to the length of food supply chain.

#### 4. PRICE COMPARISON TOOLS FOR FOOD PRODUCTS

27. The wider development of price comparison tools such as website in Member States would help consumers be better informed about differences in prices in their home. These differences might be very significant. Consumers aware of the prices of food products would be able to switch to another retailer in order to save money. Such behaviour could influence retailers and put pressure on them to revise their price levels.
28. The need for price comparison tools was examined by the Belgian institute CRIOC-OIVO (Research and Information Centre for the Consumer Organisations). In August 2007 they interviewed 484 Belgian consumers by phone asking about their perceptions of 17 chosen commercial price comparison websites. The results showed that 34% of the respondents who actually bought goods on the Internet used the websites to compare between the same products and search for the cheapest offer and 70% of all respondents perceive such tools as useful. Respondents also stressed a need for transparency and reliability of such websites, which could be obtained if public authorities played a watchdog role and certified these information services.<sup>5</sup>
29. Consultation with stakeholders revealed that there is a strong desire for price comparison services and that they would contribute to better informed choices made by consumers. Most consumer organisations regard it a necessity and support it strongly. However, they often mention a problem of financing such initiatives. Usually consumer organisations do not have sufficient resources to conduct price comparison surveys on a regular basis. However, in several EU countries price comparing tools have been developed with financial support from the government.
30. The website [www.precenimocene.si](http://www.precenimocene.si), managed by the **Slovene** Consumers' Association and supported financially by the Ministry of Economy in Slovenia is a good example. It provides consumers with a database including 8 food product groups, divided into 59 subgroups (e.g. Coffee, Beer) and over 1700 different prices. Consumers can check a price of a detailed product given per unit across 8 stores: 4 hypermarkets, 1 supermarket and 3 discounters, belonging to 7 retailer chains. The Slovene Consumers Association claims they are satisfied with the system: "Consumers, media and renowned Slovene economists have praised our activity, citing our activities as one of the important reasons that the price increases were reduced in the first half of 2008 and stabilised in September."<sup>6</sup> Through the website, the NGO also educates consumers, making them aware that "Special offer does not always mean the best price" or advising them to compare the unit prices.

<sup>5</sup> For more details see <http://www.oivo-crioc.org/files/fr/3098fr.pdf>

<sup>6</sup> Information about the website was sent by ZPS – Slovene Consumers Association to DG SANCO B1 on 16.10.2008 and updated in May 2009

31. Another example is the Italian Mister Prezzi<sup>7</sup>, operated by the Ministry of Economic Development. It covers 16 food categories and data is updated on a monthly basis. In Cyprus, the consumer authorities carry out weekly price observations, results of which are provided for consumers on-line.
32. Good practice can also be found in Ireland. In July 2009 the Irish National Consumer Agency published their latest grocery survey report, which focuses on grocery prices collected across the country in a number of retailers. The report differentiates between branded products and retailers' own brands – separate data collections have been dedicated to each group. Apart from the report, the agency's website provides consumers with specific data. The grocery price check survey is carried out biannually, starting from June 2007.<sup>8</sup>
33. Apart from the public bodies, there are also **private initiatives**. In the UK the website [www.mysupermarket.co.uk](http://www.mysupermarket.co.uk) allows consumers to create a basket of products and check in which retailer chain they are able to obtain the best offer. They can choose between 4 grocery retailers<sup>9</sup>. The information is updated regularly and includes current promotions.
34. Price comparison services are developing and consumers tend to use them more often. However, they are still not very common for food products. On the one hand, many private price comparison websites profit from producers' advertisements, and not many food producers use this means to advertise their products. On the other hand, it is possible that consumers perceive savings that could be obtained by choosing the cheapest individual food products as rather minor comparing to savings which could be achieved due to comparing prices of e.g. electronic goods, whereas European households actually spend twice as much on food products than on furnishing and household equipments.

#### **Consumer satisfaction survey – Price comparison on the internet**

The consumer satisfaction survey revealed that:

- **Fresh fruits and vegetables market:** Only 3% of EU consumers have used the internet to compare prices of fresh fruit and vegetables. However, 12% did so in Denmark, 10% in the UK and 9% in Slovakia.<sup>10</sup>
- **Meat:** Only 3% of EU consumers have used the Internet to compare prices of meat. However, 11% have in Denmark, 9% in Slovakia and 7% in the UK.<sup>11</sup>

35. In some Member States food prices are collected and presented to the consumers as regular reports.

<sup>7</sup> <http://www.osservaprezzi.it/livelli/livellideiprezzi.asp>

<sup>8</sup> [http://www.consumerconnect.ie/eng/News\\_+Research/Press%20Releases/Biannual\\_grocery\\_survey\\_July\\_2009.html](http://www.consumerconnect.ie/eng/News_+Research/Press%20Releases/Biannual_grocery_survey_July_2009.html)

<sup>9</sup> Based on ranking of the UK top grocery retailers in 2008 drawn up by PlanetRetail

<sup>10</sup> "Survey on consumer satisfaction with the retail distribution of goods" by IPSOS Belgium for the European Commission, Health and consumer Protection Directorate-General", March 2009

<sup>11</sup> Idem

36. Test-Achats, the Belgian consumers' organisation, conducts a yearly survey comparing prices of basic consumer products across different retailers in different parts of the country. KEPKA, a Greek consumer NGO, compares prices across borders. The report from May 2008 comparing prices between Greece and Berlin showed that prices in Greece were on average 30-40% higher. These results have been sent to the Greek competition authorities. After publication of the report, in May 2008, the Greek government accepted they had to take some action<sup>12</sup>.
37. Private price comparison websites have developed together with the development of the Internet. They work as a valuable source of traffic for many Internet traders (e.g. a group of European price comparison sites, which operate in 7 countries, claims to have more than 26,5 million unique visitors per month<sup>13</sup>). An increase in the usage of price comparison services has been observed in the current economic downturn, which can be explained by consumers' higher price-sensitivity. 43% of on-line traders who responded to a survey conducted in the US in August-September 2008 claimed that, comparing to the previous year, they had observed an increase in the proportion of sales coming through from the price comparison websites<sup>14</sup>. In Europe such services are particularly popular in the UK. From June 2007 to June 2008 the major UK price comparison services' providers recorded a significant increase in traffic on their sites.
38. Private price comparison websites use different methodologies of price collection. Most often they obtain data directly from retailers, or from specialised businesses which compile data feeds from a number of merchants. Price engines can also scan retailers' sites in order to gather price data.<sup>15</sup>
39. This has not been without problems, with price comparison sites in the financial services sector sometimes being accused of misleading consumers. The Office of Fair Trading in the UK has launched a study into pricing on the internet for all sectors to examine these issues.

## 5. CONCLUSIONS

40. Price comparison tools are perceived by consumers as well as by consumer organisations as a useful and sometimes powerful tool, both in everyday purchasing decisions as well as in drawing attention to possible problems concerning food prices at a national level.
41. In order to make them an even more helpful and powerful tool, these services should be more accessible for consumers and national authorities. However, it is also necessary to ensure a good reliability of price comparison services. The methodology of price collection used should be sound and aimed at delivering objective, non-biased results.

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<sup>12</sup> Information obtained in the course of an interview with a KEPKA representative, conducted in May 2009.

<sup>13</sup> "Power to the Consumer: How Web Technology Is Influencing Behaviour", Euromonitor International : Strategy Briefing, February 2009

<sup>14</sup> Idem

<sup>15</sup> Idem

42. Experience and knowledge regarding price comparison services should be gathered from different operators in order to prepare a set of guidelines which could be applied by either national authorities, NGOs or other bodies willing to develop such a tool in their country.



## ANNEX 1: CONSUMER PRICES FOR INDIVIDUAL PRODUCTS ACROSS MEMBER-STATES

	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SL	SK	FI	SE	UK	MEAN	ST. DEV.	IND. VARIATION	COUNT
Long-grain, white rice	-	1,32	1,32	-	-	1,23	-	2,46	1,23	-	2,06	1,9	1,59	1,3	3,26	1,07	2,17	-	2,01	1,96	1	1,49	-	1,29	2,11	-	-	1,71	0,58	0,34	18
Wheat flour	-	0,63	0,56	0,92	-	-	1,04	1,31	0,85	-	-	1,13	0,71	0,7	1,01	0,57	0,9	-	1,02	0,63	0,79	0,65	0,91	0,5	0,61	-	0,85	0,81	0,22	0,27	20
Loaf of white bread	-	0,74	0,92	4,69	-	-	1,77	2,08	2,84	-	-	1,91	1,66	1,39	3,28	1,03	1,29	-	4,9	1,08	2,17	0,98	1,94	1,23	3,28	-	1,75	2,05	1,19	0,58	20
Spaghetti	-	-	1,33	-	2,47	2,07	2,48	1,82	-	-	-	1,9	2,05	1,87	2,97	2,51	1,48	-	2,44	-	1,3	2,45	-	2,03	2,13	-	1,82	2,07	0,45	0,22	17
Minced beef	-	2,86	3,17	8,58	-	-	-	-	-	-	8,99	-	3,57	3,26	8,37	6,78	5,38	-	-	3,09	-	3,42	-	-	8,52	-	6,96	5,61	2,48	0,44	13
Pork, cutlet (escalope)	-	-	4,57	-	-	-	-	5,4	-	-	8,06	-	5,33	4,39	7,46	5,15	3,22	-	8,89	3,72	5,74	5,81	-	4,95	12,41	-	-	6,08	2,42	0,4	14
Whole chicken	-	2,41	2,51	-	-	3,04	4,37	3,63	3	-	4,11	3,47	2,86	2,48	5,18	2,97	2,33	-	4,28	1,87	2,66	2,43	3,28	2,53	-	-	3,64	3,15	0,84	0,27	20
Sausage	-	-	4,86	8,73	-	-	5,93	6,95	-	-	-	6,6	-	-	9,89	3,59	2,94	-	-	4,13	-	3,64	-	3	-	-	4,72	5,42	2,25	0,42	12
Tinned pink tuna	-	-	5,17	-	-	-	-	-	-	-	-	-	-	-	10,15	-	4,71	-	7,84	6,62	8,78	-	-	6,27	8,5	-	6,28	7,02	1,28	0,25	9
Fresh milk, unskimmed	-	0,78	0,82	1,09	-	0,81	1,12	1,31	0,94	-	-	1,22	0,84	0,79	1,26	0,9	0,72	-	1,01	0,84	0,8	1,32	0,79	0,72	0,93	-	0,91	0,95	0,2	0,21	21
Natural yoghurt	-	1,01	1,71	-	-	-	-	-	-	-	-	-	1,62	-	3,52	-	1,64	-	1,73	2,02	3,04	-	-	-	-	-	-	2,04	0,83	0,41	8
Chicken eggs	-	1	1,13	3,34	-	-	3,06	2,11	1,31	-	-	2,01	1,32	1,25	3,32	1,21	1,02	-	3,39	1,19	1,24	0,97	1,64	1,14	1,94	-	3,03	1,83	0,89	0,49	20
Butter	-	1,04	1,14	1,91	-	-	1,3	-	-	-	1,99	1,97	1,59	1,35	1,7	2,14	1,64	-	1,52	1,35	1,67	1,74	-	1,72	1,54	-	1,4	1,6	0,3	0,19	18
Olive Oil	-	-	11,32	-	-	-	-	5,71	3,41	-	-	5,03	-	6,74	8,9	10,42	7,29	-	7,97	11,47	4,74	-	-	-	-	-	-	7,55	2,74	0,36	11
Apples	-	1,36	1,59	2,38	-	1,56	-	1,92	1,85	-	1,93	-	1,58	1,78	2,85	1,56	1,46	-	1,84	1,39	1,39	1,3	1,64	1,6	2,19	-	1,93	1,76	0,38	0,22	20
Carrots	-	0,7	1	1,34	-	0,88	1,37	1,02	1,04	-	1,17	1,17	1,05	0,83	1,4	0,81	1,05	-	1,28	0,91	0,74	0,73	1,27	1,01	1,71	-	1,01	1,07	0,25	0,24	22
Potatoes	-	0,42	0,68	1,12	-	0,44	1,56	0,61	0,9	-	0,94	0,69	0,54	0,9	1,33	0,64	0,39	-	1,1	0,62	0,65	0,47	0,63	0,57	0,74	-	-	0,76	0,31	0,41	21
White sugar	-	0,87	0,84	1,31	-	0,96	1,04	0,84	0,92	-	-	1,04	1,07	0,93	0,96	0,87	0,77	-	1,08	0,78	0,97	0,87	0,81	0,93	1,05	-	1,08	0,95	0,13	0,14	21
Jam	-	2,6	3,91	-	-	-	4,12	-	3,02	-	-	-	-	3,28	3,76	2,94	2,47	-	4,76	3,58	5,97	3,38	-	4,04	-	-	-	3,68	0,94	0,26	13
Milk chocolate	-	6,85	7,53	-	-	-	-	-	-	-	-	-	-	-	9,84	8,87	16,29	-	7,89	9,43	-	6,73	8,59	8,39	8,75	-	-	9,01	2,6	0,29	11
Ice Cream	-	1,94	6,76	3,09	-	2,5	-	-	-	-	6,59	-	-	2,25	4,51	3,96	3,02	-	5,76	2,6	3,35	4,49	-	1,46	1,5	-	-	3,59	1,73	0,48	15
Tomato Ketchup	-	1,37	1,64	1,64	-	1,96	-	3,68	-	-	-	-	1,24	1,69	4,4	-	3,52	-	-	2,73	4,93	2,43	-	2,77	2,9	-	2,38	2,69	1,12	0,42	14
Coffee	-	6,08	9,03	9,03	-	-	-	-	6,29	-	9,18	8,5	9,13	8,17	9,09	8,51	19,78	-	-	6,96	8,87	10,4	-	7,91	5,61	-	11,38	9,07	3,14	0,35	17
Black Tea	-	-	1,77	1,77	-	1,39	0,86	2,09	-	-	-	1,23	1,21	1,09	1,79	1,47	0,69	-	1,99	1,64	1,39	-	-	0,72	-	-	-	1,38	0,45	0,32	14
Mineral Water	-	0,22	0,34	0,34	-	-	-	0,32	-	-	-	-	0,47	0,43	0,65	0,3	0,27	-	0,34	0,4	1,56	0,34	0,38	0,34	1,09	-	-	0,5	0,35	0,7	16
Orange Juice	-	1,16	1,1	1,1	-	1,13	1,75	1,39	0,85	-	0,7	-	1,07	1,2	1,35	1,41	-	-	1,26	1,27	2,01	1,55	-	1,28	1,01	-	2,18	1,34	0,37	0,28	19

## ANNEX 2: COMPARISON OF CONSUMER PRICES AND COMMODITY PRICES

	BEEF			PORK			CHICKEN			MILK			EGGS		
	Minced beef 1 kg	Young bulls carcass (cat. AR3) 1 kg	RATIO minced beef/ carcass	Pork cutlet 1 kg	Pig meat carcass (cat. E) 1kg	RATIO cutlet/carcass	Whole chicken 1 kg	Whole chicken carcass 1 kg	RATIO whole chicken/ carcass	Fresh milk 1 l	Milk producer price 1 l	RATIO fresh milk/ milk producer price	Chicken eggs (10)	Fresh shell eggs 1 kg	RATIO chicken eggs/fresh shell eggs
BE	-	2,63	-	-	1,57	-	-	1,78	-	-	0,30	-	-	0,81	-
BG	2,86	2,43	1,18	-	1,75	-	2,41	1,60	1,51	0,78	0,30	2,62	1,00	0,79	1,27
CZ	3,17	2,99	1,06	4,57	1,87	2,44	2,51	2,10	1,20	0,82	0,34	2,39	1,13	0,98	1,15
DK	8,58	3,26	2,63	-	1,38	-	-	2,06	-	1,09	0,32	3,36	3,34	1,56	2,14
DE	-	3,08	-	-	1,72	-	-	2,29	-	-	0,33	-	-	0,86	-
EE	-	2,52	-	-	1,57	-	3,04	2,14	1,42	0,81	0,29	2,80	-	1,25	-
IE	-	3,42	-	-	1,49	-	4,37	1,79	2,44	1,12	0,33	3,41	3,06	1,50	2,03
EL	-	4,14	-	5,40	1,92	2,81	3,63	2,15	1,68	1,31	0,43	3,04	2,11	1,32	1,60
ES	-	2,96	-	-	1,66	-	3,00	1,61	1,87	0,94	0,37	2,53	1,31	0,97	1,35
FR	-	3,07	-	-	1,52	-	-	2,25	-	-	0,34	-	-	0,94	-
IT	8,99	3,60	2,50	8,06	1,61	5,01	4,11	2,07	1,98	-	0,38	-	-	1,48	-
CY	-	0,00	-	-	1,46	-	3,47	2,47	1,41	1,22	0,49	2,51	2,01	1,70	1,18
LV	3,57	2,35	1,52	5,33	1,86	2,86	2,86	1,98	1,45	0,84	0,26	3,27	1,32	1,32	1,00
LT	3,26	2,43	1,34	4,39	1,81	2,42	2,48	1,62	1,53	0,79	0,23	3,41	1,25	1,13	1,11
LU	8,37	3,15	2,66	7,46	1,72	4,34	5,18	0,00	-	1,26	0,36	3,50	3,32	0,00	-
HU	6,78	2,50	2,71	5,15	1,76	2,93	2,97	2,16	1,37	0,90	0,32	2,79	1,21	1,15	1,05
MT	5,38	3,58	1,50	3,22	1,58	2,04	2,33	1,71	1,37	0,72	0,00	-	1,02	0,81	1,26
NL	-	3,05	-	-	1,53	-	-	1,75	-	-	0,32	-	-	0,70	-
AT	-	3,12	-	8,89	1,66	5,35	4,28	1,90	2,25	1,01	0,38	2,64	3,39	0,92	3,70
PL	3,09	2,74	1,13	3,72	1,74	2,13	1,87	1,52	1,23	0,84	0,31	2,73	1,19	1,17	1,02
PT	-	3,16	-	5,74	1,69	3,40	2,66	1,82	1,46	0,80	0,35	2,29	1,24	0,94	1,32
RO	3,42	2,30	1,49	5,81	1,83	3,17	2,43	1,71	1,42	1,32	0,00	-	0,97	0,82	1,19
SL	-	2,96	-	-	1,59	-	3,28	2,04	1,61	0,79	0,32	2,44	1,64	1,27	1,30
SK	-	2,77	-	4,95	1,86	2,67	2,53	1,94	1,30	0,72	0,33	2,16	1,14	1,02	1,12
FI	8,52	3,51	2,43	12,41	1,46	8,49	-	2,23	-	0,93	0,44	2,11	1,94	1,20	1,62
SE	-	3,20	-	-	1,59	-	-	2,12	-	-	0,34	-	-	1,95	-
UK	6,96	3,37	2,06	-	1,60	-	3,64	1,42	2,57	0,91	0,31	2,97	3,03	1,17	2,60
Mean	5,61	2,88	-	6,08	1,65	-	3,15	1,83	-	0,95	0,31	-	1,83	1,09	-
St.deviation	2,48	0,72	-	2,42	0,17	-	0,84	0,47	-	0,20	0,11	-	0,89	0,37	-
Ind.variation	0,44	0,25	-	0,40	0,09	-	0,27	0,25	-	0,21	0,33	-	0,49	0,34	-

Source: Annex 1 and European Commission, DG AGRI, based on information sent by Member States