



## **PRESS RELEASE**

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Brussels, Belgium

**Presenting the views of the trade in agri-food products at the stakeholders' event organised by DG Trade today, CELCAA President Paul Rooke stresses the potential of trade that could be unlocked through a successful TTIP. Rooke calls on the USA to show the same level of ambition as the EU counterpart, and emphasised that the focus should be on the regulatory aspects that impedes the trade today. *'We call for an effective co-regulation, communication and legal convergence from both sides. New regulation should be based on the use of existing common international standards, not the creation of new ones'*, Rooke insisted.**

The European Commission, DG TRADE, organised on 12 March 2014 a stakeholders' presentations event. Second to speak at Session 2 on issues related to agriculture including agriculture market access, other regulatory issues and geographical indications, Paul Rooke explained the CELCAA position on TTIP.

Great emphasis was made on the associated regulatory and non-tariff issues linked to the agriculture sector. Indeed figures from ECORYS suggest up to 80% of the value of liberalisation comes from action on NTBs – a value of some €6.9 billion in the agri-food sector alone. A focus from both sides should therefore be on improving areas of regulatory cooperation and acceptance of, and adherence to, international standards.

The speech from Paul Rooke can be downloaded [www.celcaa.eu](http://www.celcaa.eu)

*CELCAA is an EU umbrella association representing EU organisations covering the trade in cereals, grains, oil, animal feed, wine, meat and meat products, dairy and dairy products, eggs, poultry and game, tobacco, spices and general produces. Members include CEEV, CIBC, COCERAL, EUCOLAIT, EUWEP, GAFTA EU, UECBV, FETRATAB. CELCAA's main objectives are to facilitate understanding of European decision-makers and stakeholders on the role played by the European traders in agri-commodities; to act as a platform of dialogue and communication with the European Institutions and to encourage public and general interests in agri-trade issues.*

## **ENDS**

### **For further information:**

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