



OPERA Round Table: How much greening  
makes the CAP green?

**Shelby Matthews, Chief Policy Advisor, 19 October 2011**

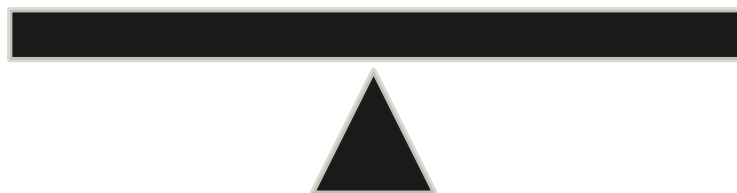
# CAP priorities since 1990



# A more balanced CAP?

Profitability &  
productivity

High standards  
& land  
management



# Greening: Copa-Cogeca's ideas

## 1. Rename “cross compliance”:

**“EU agricultural production standards”**  
(statutory requirements)

## 2. Green growth not “greening”

**Incentives for:**

- resource efficiency (nutrients/water)
- reduced GHG emissions
- carbon sequestration

## 3. Voluntary for farmers & choice – to ensure real environmental benefits