



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B. Quality, Research & Innovation, Outreach
The Director

Brussels, 4 June 2020
AGRI.DDG1.B/NSV

AGENDA

«CDG QUALITY AND PROMOTION»

Meeting via videoconference (Webex)

on Friday 3rd July 2020 from 09:30 to 18:30

MORNING –9:30-13:00

PROMOTION

1. **2019 calls for proposals** – statistics on signed agreements.
2. Feedback on the **2020 calls for proposals**
3. Impact of the COVID-19 crisis, possibility for additional measures in the running year (2020) for market disturbance and for more flexibility for the programmes approved and their reporting
4. Discussion of the **2021 Annual Work Programme**
5. Information and promotion measures upon **initiative of the Commission**: communication campaigns, EU pavilions and seminars – status
6. **Evaluation** of the Promotion Policy: state-of-play and timeline of the public consultation.
7. Presentation on the **Green Deal** and the **Farm to Fork**
8. **Brexit** – focus on:
 - 1) Q&A as regards the Promotion Policy; 2) the protection of Geographical Indications; 3) possible market disturbance funds to be used by sectors in need.

BREAK: 13:00 – 14:00

AFTERNOON 14:00 17:30

QUALITY POLICY

9. “**Strenght2Food**”: Horizon 2020 project (<https://www.strength2food.eu/>) – Presentation by AREPO

10. Follow-up: EU best practice **Guidelines for voluntary certification schemes** for agricultural products [2010/C 341/04] – “SAI Platform — Sustainable Agriculture Initiative Platform” – Presentation by FoodDrinkEurope
11. State of play of the **Evaluation** of Geographical Indications and Traditional Specialities Guaranteed protected in the EU.
12. Update on the state of play of the **Study** on economic value of EU quality schemes, Geographical Indications (GI) and Traditional Specialities Guaranteed (TSG)
13. Information on **Food Fraud Strategy**
14. **Origin labelling** for swine, goat, sheep and pig meat: state of play and timeline of survey

Please send us your AOB questions in due time before the meeting (e-mail: AGRI-B3@ec.europa.eu)