



# Draft Annual Work Programme 2020

**CDG QUALITY AND PROMOTION**  
**2 July 2019**

*DG Agriculture and Rural Development*  
*European Commission*

## DISCLAIMER

- This presentation has been prepared by DG AGRI in order to facilitate the discussion in the Committee
- The draft Annual work programme has not yet been validated and may be subject to change

## What is an 'Annual work programme' ?

The tool to define the promotion strategy

=> A dynamic  
promotion policy

With the input of the sector

=> A policy  
aligned with the  
needs of the  
sector

Defines priorities with a dedicated  
budget

=> Weighted  
priorities but  
with a certain  
flexibility

Adopted annually

=> Possibility to  
adjust it each  
year



## Budget

Available budgeted for 2020 AWP is EUR 201.1 million in total, out of which:

- EUR 100 million for "simple" promotion programmes
- EUR 91.6 million for "multi" promotion programmes
- EUR 9.5 million for Commission's own initiatives

## How did we draft the AWP 2020?

- The objectives of the Regulation itself: (i) increase the number of activities aimed at third countries where there is the highest potential of growth and (ii) in the internal market, inform consumers about the high standards of EU products, notably the EU quality logos
- For third countries, a macro-economic analysis on projected increase in imports on existing or emerging markets, as well as a policy evaluation on FTAs or expected removal of SPS barriers
- Contributions from stakeholders, consulted through Civil Dialogue Groups (FoodDrinkEurope, AREPO, ASSITOL, Europatat, IFOAM, ASEMESA, Freshfel, Union Fleurs and StarchEurope)
- Contributions from Member States: ES, AT, FR, BE, NL, DK, LV and PL
- Results of previous calls (submissions' rates) and HLM

## Simple programmes

	million EUR
<b>SIMPLE PROGRAMMES</b>	<b>100</b>
<b>Simple programmes in the Internal market</b>	<b>20</b>
<u>Topic 1.</u> Programmes on EU quality schemes (organic, GIs, RUP logo)	12
<u>Topic 2.</u> Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare...) and the characteristics of EU products in terms of quality, taste, diversity or traditions (=outside EU quality schemes)	8
<b>Simple programmes in Third Countries</b>	<b>75</b>
<u>Topic 3.</u> China, Japan ,Korea, South East Asia, Southern Asia	27.5
<u>Topic 4.</u> Canada, USA, Mexico	20
<u>Topic 5.</u> Other geographical areas	22.5
<u>Topic 6.</u> Information provision and promotion programmes on beef and/or veal targeting any third country(ies)	5
Simple programmes for <b>market disturbance</b> /additional call for proposals	<b>5</b>

## Multi programmes

	million EUR
MULTI PROGRAMMES	<b>91.6</b>
<b>Multi programmes in the internal market</b>	<b>43</b>
<u>Topic A.</u> Programmes on EU quality schemes (organic, GIs, RUP logo) OR Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare...) and the characteristics of EU products in terms of quality, taste, diversity or traditions	35
<u>Topic B.</u> Information provision and promotion programmes aiming at increasing the consumption of fresh fruit and vegetables in the internal market in the context of balanced and proper dietary practice	8
<b>Multi programmes in third countries</b>	<b>43,6</b>
<u>Topic C.</u> Programmes on EU quality schemes (organic, GIs, RUP logo) OR Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare...) and the characteristics of EU products in terms of quality, taste, diversity or traditions.	43,6
Multi programmes for <b>market disturbance</b> /additional call for proposals	<b>5</b>

## Procedure – Timetable for 2020 AWP

- 27/09/2019 & 25/10/2019: Presentation/vote in the Committee
- November 2019: Adoption by the Commission
- January 2020: Publication of the calls for proposals