



Farm to Fork

General planning on the review of promotion policy

03/07/2020

Civil Dialogue Group – Promotion

7 July 2020

References to promotion policy in the Farm to Fork Strategy

- **p. 8** [The Commission is undertaking a review of the EU promotion programme for agricultural products, with a view to enhancing its contribution to sustainable production and consumption, and in line with the evolving diets. In relation to meat, that review should focus on how the EU can use its promotion programme to support the most sustainable, carbon-efficient methods of livestock production.]
- **p. 9** [The market for organic food is set to continue growing and organic farming needs to be further promoted. (...) the Commission will put forward an Action Plan on organic farming. This will help Member States stimulate both supply and demand for organic products. It will ensure consumer trust and boost demand through promotion campaigns and green public procurement. This approach will help to reach the objective of at least 25% of the EU's agricultural land under organic farming by 2030 and a significant increase in organic aquaculture.]
- **p.22 Table / Draft Action Plan** [Review of the EU promotion programme for agricultural and food products with a view to enhancing its contribution to sustainable production and consumption. Q4-2020]

Milestones

EVALUATION OF PROMOTION POLICY (2020)

Complete by mid Sept. 2020

External Evaluation on the implementation of promotion policy between 2016-2019 (independent contractor)

Complete by 11 Sept. 2020

Open Public Consultation on promotion policy

Before 31 Dec. 2020

Report from the European Commission to the European Parliament and Council on the **implementation** of promotion policy (Published with Evaluation SWD)

REVIEW OF PROMOTION POLICY (2021-2022)

BETTER REGULATION PROCESS:

- ☐ Impact Assessment on Policy Options (2021)
- ☐ Open Public Consultation on Policy Options (2021)
- ☐ Legislative proposals – Reg. 1144/2014 (as of Q4 2021)

Evaluation of the EU agricultural promotion policy

Open Public Consultation is running: until 11 September 2020

<https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/1859-Evaluation-of-the-EU-agricultural-promotion-policy>