



# Promotion policy

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# References to promotion policy in the Farm to Fork Strategy

“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.”

## Draft action plan:

Review the **EU promotion programme** to enhance its contribution to sustainable production and consumption (Q4 2020)

“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.”

# Focus on marketing standards and promotion



## Marketing standards

- Evaluation (external contractor) published on 8 April (<https://op.europa.eu/en/publication-detail/-/publication/309c4642-7ec0-11ea-aea8-01aa75ed71a1>)
- Impact assessment foreseen as well as public consultation
- Compulsory/optional definitions, sales designations, labelling
- Health (less sugar), animal welfare (“free range”), food waste (expiry date of eggs)



## Promotion

- Public consultation launched on 8 May for 18 weeks (<https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/1859-Evaluation-of-the-EU-agricultural-promotion-policy>)
- Part of an overall evaluation
- Feedback on effectiveness, efficiency and relevance, coherence with EU action in other areas and added value of EU level
- Complemented by a study (external contractor)

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# Thank you



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