

Promotion policy

Civil Dialogue Group

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1. Legal basis

Basic act

Regulation (EU) No 1144/2014

Delegated and implementing acts

Commission Delegated Regulation (EU) 1829/2015

Commission Implementing Regulation (EU) 1831/2015

Annually:

- Annual work programme
- Calls for proposals for simple programmes and for multi programmes

2. Promotion policy: challenges

Increased pressure on the EU agricultural sector

Fierce competition against European agricultural products

- Increased liberalisation of trade (FTA's)
- Increased globalisation of the world economy
- Promotion policies of EU competitors
- Abolition of export refunds

Increased cost pressure on EU farming economy

- Gradual increase of agricultural prices/ steep increase of energy and fertiliser prices
- Stricter production standards
- Strengthened requirements related to environment and climate change

Lack of awareness of the qualities of EU agricultural products

- Only 18% of Europeans recognize the PDO/PGI logos

2. Promotion policy: actions

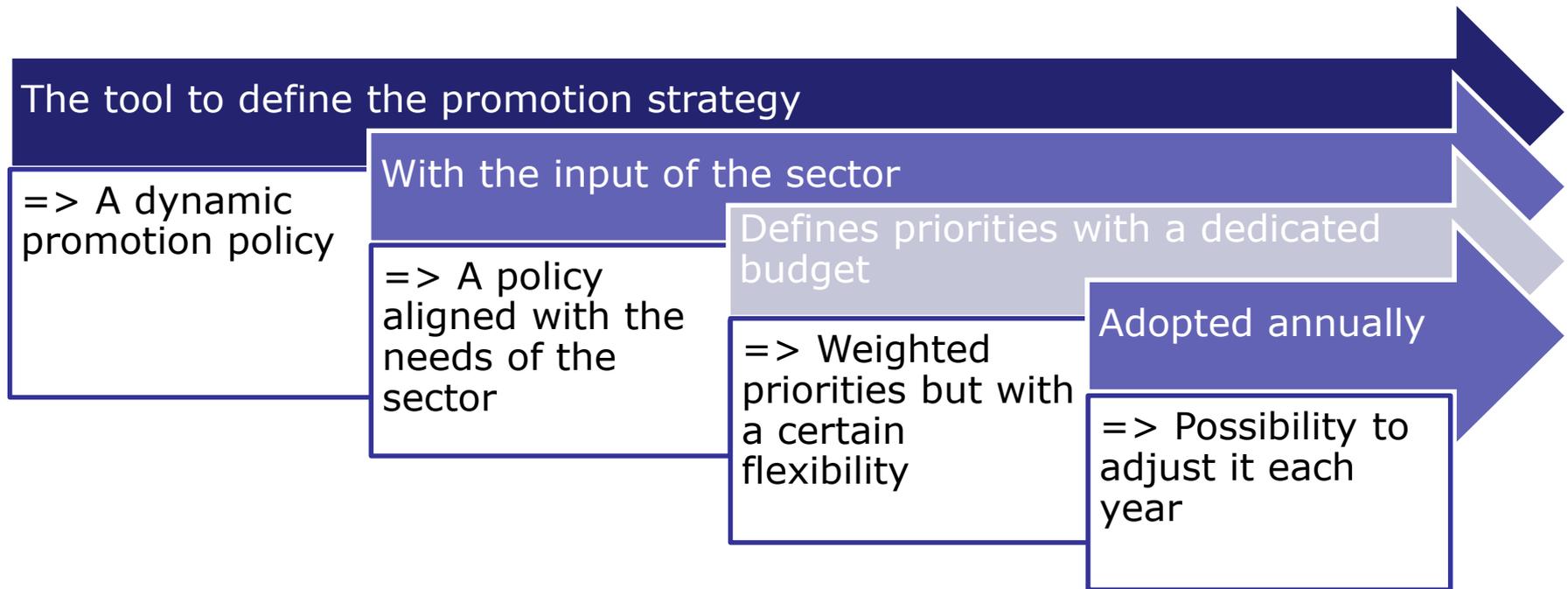
Information and promotion programmes :

- ✓ 1 to 3 years
- ✓ Submitted by proposing organisations (PO)
- ✓ **SIMPLE programmes** : one or more PO from the same MS
- ✓ **MULTI programmes** : several POs from several MS + EU organisations
- ✓ Budget 100 mio€ simple and 91,6 mio€ multi

Commission initiatives :

- ✓ Information and promotion measures :
 - ❖ High-level missions
 - ❖ Participation in trade fairs
 - ❖ Own campaigns
- ✓ Technical support services
- ✓ Budget: 9,5 mio€

3. Annual Work Programme 2020



3. AWP 2020: How do we prepare the draft?

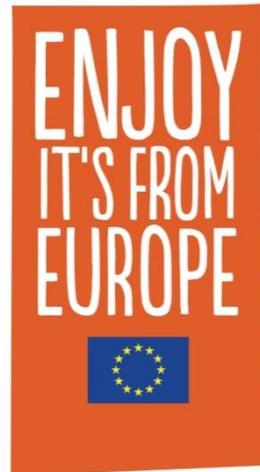
- **The objectives of the Regulation itself:**
(i) increase the number of activities aimed at third countries where there is the highest potential of growth and (ii) in the internal market, inform consumers about the high standards of EU products, notably the EU quality logos
- **For third countries, a macro-economic analysis** on projected increase in imports on existing or emerging markets, as well as a policy evaluation on FTAs
- **Contributions from stakeholders,** consulted through the Civil Dialogue Group on Quality and Promotion
- **Contributions from Member States**
- **Results of previous calls**

3. AWP 2020: Procedure

- **21/06/2019: Discussion in Committee**
- **28/06/2019 : Discussion with Civil Dialogue Group**
- **September 2019: Launch of the inter-services consultation**
- **27/09/2019: Presentation in Committee**
- **25/10/2019: Vote in the Committee**
- **November 2019: Adoption of the AWP by the Commission**
- **Mid January 2020: Publication of calls for proposals**

Lastly, enjoy it's from Europe!

The signature for EU co-funded campaigns



http://ec.europa.eu/agriculture/promotion_en