



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B. Quality, Research & Innovation, Outreach
B.1. External communication and promotion policy

Brussels,
AGRI.DDG1.B.1/(2019)1848449

Subject: Input for the definition of priorities in the Annual Work Programme for 2020 concerning promotion of agricultural product

Dear CDG members,

The Commission's services are starting to launch the reflections for the definition of the priorities for the Annual Work Programme for 2020 concerning the promotion of agricultural products.

Each year, the annual work programme¹ defines strategic priorities for Union's promotion policy. The objective of a work programme is to have a dynamic and targeted promotion policy, aligned each year to the changing environment.

In establishing the work programme's priorities, stakeholders' suggestions and written contributions have always been considered.

Our preference is to maintain the geographical approach i.e. to focus on the most promising countries/geographical areas, as we have done in the previous AWP. If however you consider that one or more specific sector/s face/s market disturbances, loss of consumer confidence or indeed market opportunities and should therefore require a specific topic-budget, please do not hesitate to identify it/them and provide the necessary justifications. Please also note that earmarking specific sector or product with a dedicated envelope should be done cautiously in order to avoid creating precedents and/or ending up with too many priorities.

Please send your written contributions to AGRI-B1-PROMOTION@ec.europa.eu before 25 April 2019.

We thank you in advance for your input.

Lene NAESAGER
Head of Unit

¹ https://ec.europa.eu/info/promotion-eu-farm-products_en#annualworkprogramme

To Civil Dialogue Groups