



# Preparation of 2024 annual work programme

CDG – CIVIL DIALOGUE GROUP QUALITY AND PROMOTION

28 JUNE 2023

*DG Agriculture and Rural Development*

# 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' ?

- sets out the priorities and the corresponding budgets
- includes arrangements for market disturbance
- is the legal basis for financing promotion measures

# Budget

Available budget for 2024 AWP is EUR 185.9 million in total (the same as in 2023)

Out of which:

- EUR 92 million for "simple" promotion programmes (+€ 3 million than in 2023)
- EUR 84,4 million for "multi" promotion programmes (-€ 3 million than in 2023)
- EUR 9.5 million for Commission's own initiatives (same as in 2023)

# How did we draft the AWP 2024 priorities?

- The objectives of the Regulation (Regulation EU No 1144/2014)
- Coherence with EU policy priorities (notably the CAP, the European Green Deal and the Farm-to-fork strategy)
- 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
- Results of previous calls (submissions' rates)

# Simple programmes

<b>SIMPLE PROGRAMMES</b>	2023	2024
	<b>89</b>	<b>92</b>
<b>Simple programmes in the Internal market</b>	<b>41,1</b>	<b>41,1</b>
AGRIP-SIMPLE-2024-IM-CHARACTERISTICS	5	5
AGRIP-SIMPLE-2024-IM-EU-QS	7	7
AGRIP-SIMPLE-2024-IM-FRESH-FV	9,1	9,1
AGRIP-SIMPLE-2024-IM-ORGANIC	14	14
AGRIP-SIMPLE-2024-IM-SUSTAINABLE	6	6
<b>Simple programmes in Third Countries</b>	<b>42,9</b>	<b>45,9</b>
AGRIP-SIMPLE-2024-TC-AMERICAS	9,3	9,3
AGRIP-SIMPLE-2024-TC-ASIA	16,3	16,3
AGRIP-SIMPLE-2024-TC-OTHERS	12,3	15,3
AGRIP-SIMPLE-2024-TC-ORG-SUST	5	5
<b>Simple programmes for market disturbance/additional call for proposals</b>	<b>5</b>	<b>5</b>

# Multi programmes

MULTI PROGRAMMES	2023	2024
	87,4	84,4
<b>Multi programmes in the internal market</b>	42,2	40,2
AGRIP-MULTI-2024-IM	4,2	4,2
AGRIP-MULTI-2024-IM-FRESH-FV	10	9
AGRIP-MULTI-2024-IM-ORGANIC	14	13
AGRIP-MULTI-2024-IM-SUSTAINABLE	14	14
<b>Multi programmes in third countries</b>	40,2	39,2
AGRIP-MULTI-2024-TC-ALL	29,2	29,2
AGRIP-MULTI-2024-TC-ORG-SUST	11	10
<b>Multi programmes for market disturbance/additional call for proposals</b>	5	5



# Procedure – Timetable for 2024 AWP

- Member States contributions by **COB Friday 07/07/2023** to be sent to [AGRI-PROMOTION@ec.europa.eu](mailto:AGRI-PROMOTION@ec.europa.eu)
- 06/10/2023: Discussion in the CMO Committee
- 25/10/2023: Vote in the CMO Committee
- November 2023: Adoption by the Commission
- January 2024: Publication of the calls for proposals



# Thank you



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