



EU Agri-food promotion policy review 2021

(Regulation EU 1144/2014)

UPDATE TO THE CIVIL DIALOGUE GROUP (CDG) Wine

08/11/2021

*DG Agriculture and Rural Development,
External communication and promotion
policy unit*

Outline of the presentation

1. STATE OF PLAY – POLICY REVIEW
2. CONFERENCE ON THE REVIEW OF THE EU PROMOTION POLICY
3. ONLINE PUBLIC CONSULTATION
4. NEXT STEPS

1. STATE OF PLAY – POLICY REVIEW

1. STATE OF PLAY (POLICY REVIEW)

The Commission is undertaking a review of the policy, with a view to enhancing its contribution to sustainable production and consumption, and in line with the shift to a more plant-based diet, with less red and processed meat and more fruit and vegetables.

1. STATE OF PLAY (POLICY REVIEW)

The review of the policy is carried out according to the better regulation guidelines:

- Review builds on the **policy evaluation** and the **report to EP and Council**
- Includes an **inclusive consultation strategy** to feed into an **impact assessment**.

Consultation actions include:

- **Presentations and workshops** to Common Markets Organisation (CMO) committee, CDG etc.
- **Roadmap** for the review outlining policy options (9 February 2021)
- **Conference on the Policy Review** (12 - 13 July 2021)
- **Online Public consultation** (launched on 31 March for 12 weeks)

2. CONFERENCE ON THE REVIEW OF THE EU AGRI-FOOD PROMOTION POLICY

12-13 JULY 2021



12 July 2021 - 13 July 2021
Belgium

Agri-food Promotion Policy Review Conference

SESSION 1: ENABLING THE TRANSITION TO SUSTAINABLE FOOD SYSTEMS

📍 Plenary 12/07

SESSION 2: SUPPORTING MORE PLANT-BASED AND HEALTHY DIETS THROUGH THE AGRI-FOOD PROMOTION POLICY

📍 Plenary 12/07

SESSION 3: ENHANCING COMPETITIVENESS OF THE EU AGRI-FOOD SECTOR IN THE INTERNAL MARKET THROUGH THE PROMOTION POLICY

📍 Plenary 13/07

SESSION 4: STRENGTHENING EXPORTS AND THE INTERNATIONAL REPUTATION OF EU AGRI-FOOD PRODUCTS THROUGH THE PROMOTION POLICY

📍 Plenary 13/07





12 July 2021 - 13 July 2021
Belgium

Agri-food Promotion Policy Review Conference

- Registered participants: **547**
- Live webstreaming viewers: DAY 1: **2047** connections / DAY 2: **1824** connections
- More than 85% of participants were satisfied or very satisfied
- Presentations, Recordings and Digital Gallery still available:
- [The Agri-food Promotion Policy Review | European Commission](https://european-council.europa.eu/media/en/press-room/pages/press-room-detail.aspx?lang=en&id=123456789)
(europa.eu)

3. ONLINE PUBLIC CONSULTATION

31 MARCH TO 23 JUNE 2021

3. ONLINE PUBLIC CONSULTATION PROFILE OF RESPONDENTS

7528 Respondents overall



7182 Citizens



**110 Civil society
organisations**



219 Businesses



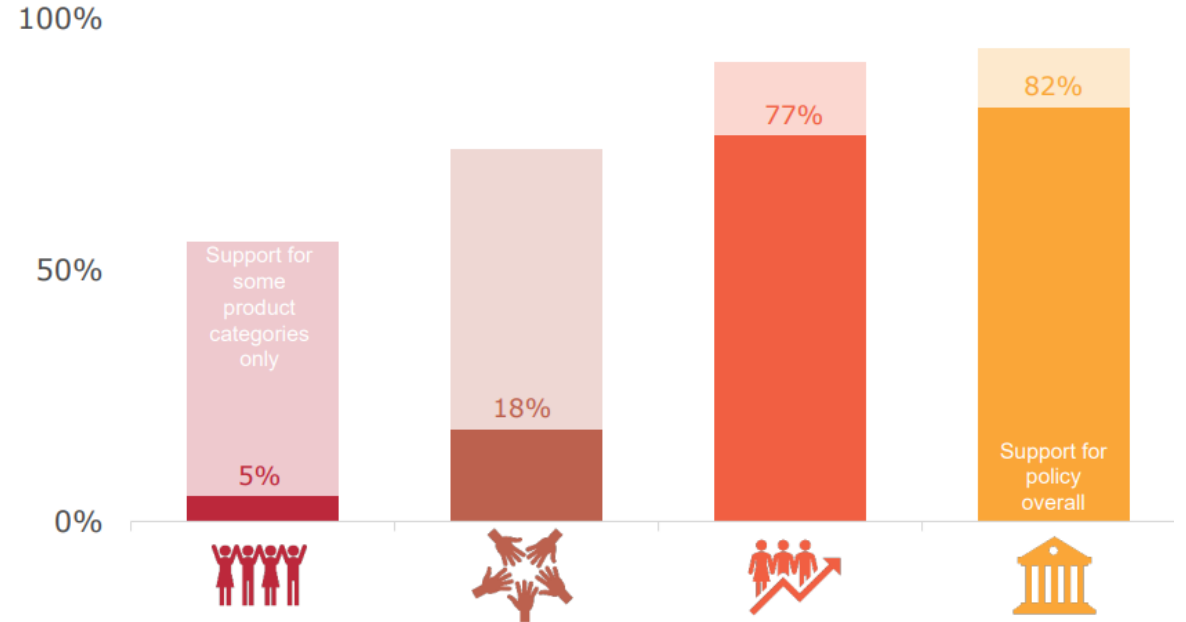
17 Public authorities

3. ONLINE PUBLIC CONSULTATION

INDICATORS OF OPINION

Support for promotion policy

Support for policy weak among citizens, strong among business associations and public authorities



3. ONLINE PUBLIC CONSULTATION

INITIAL INDICATORS OF OPINION

1. Consensus to adjust the scope of the policy

- ✓ Focus on raising awareness on sustainability, climate change action and respect for the environment, animal welfare or their contribution to balanced diets and health.
- ✓ Support products sustainably produced, respecting all sustainability elements, including animal welfare, respect for the environment and climate as defined in the Farm to Fork strategy.

2. No agreement on new eligibility and selection criteria

- ✓ More than 80% of citizens and civil society organisations want to exclude products not sustainably produced and not in line with more plant-based diets.
- ✓ Low level of support for including new eligibility or selection criteria among businesses and public authorities, they appear to favour information and awareness raising campaigns.

3. Appreciation of the programmes managed at EU level

- ✓ There is a general tendency to favour the management of all programmes by the Commission executive agency

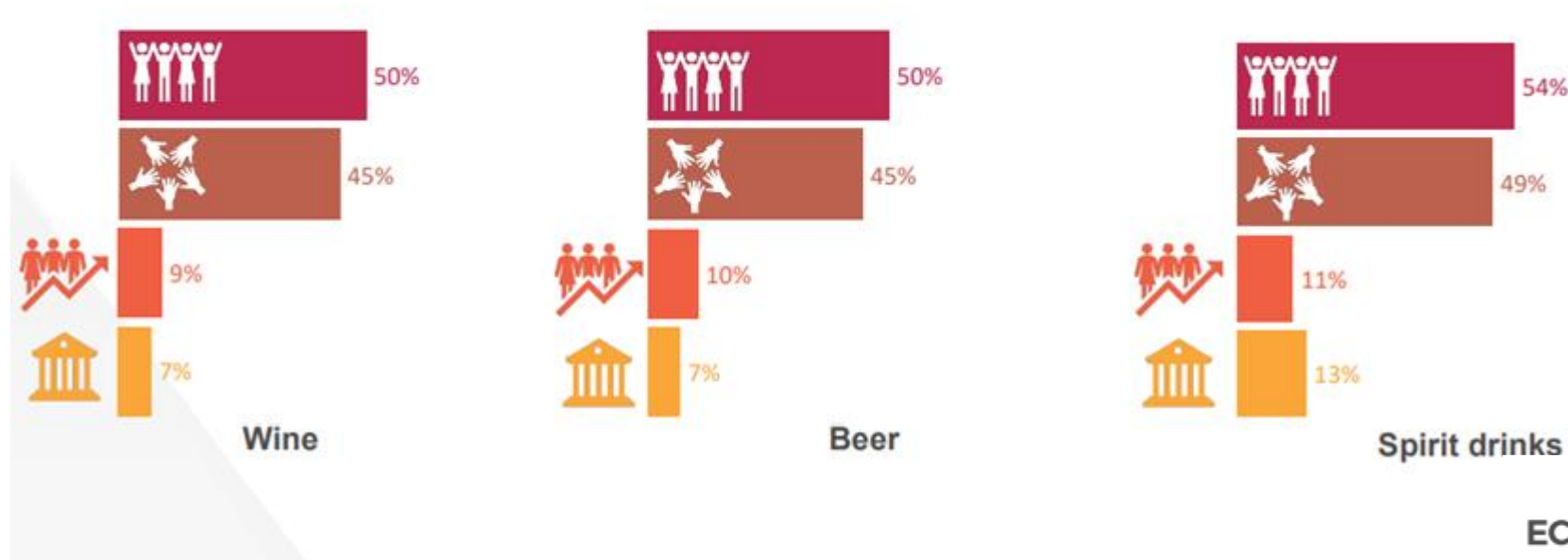
3. ONLINE PUBLIC CONSULTATION

INDICATORS OF OPINION

Divergent views on the promotion of alcohol

Replies to Question 8: In your opinion, how should the promotion of alcoholic beverage be in the future?

Share of respondents opposing the promotion of alcoholic products inside and outside the EU



4. NEXT STEPS

3. Indicative Timeframe

Quarter 1- Quarter 2 2021

Publish roadmap in the “Have your say” portal outlining policy options (9 February)
Launch Open Public Consultation on policy options (12 weeks) (31 March - 23 June)

Quarter 2- Quarter 3 2021

Conference of Stakeholders – online event (12-13 July)
Complete Impact Assessment of policy options (October)
Presentation to the Regulatory Scrutiny Board (24 November)

By end Q1 2022 (if favourable opinion by RSB)

Possible legislative proposals

References

➤ Open public consultation:

EU farm and food products – review of policy on promotion inside and outside the EU (europa.eu)

Available in all official EU languages

➤ Roadmap (options and feedback):

EU farm and food products – review of policy on promotion inside and outside the EU (europa.eu)

➤ **Conference of Stakeholders:**

Promotion of EU farm products | European Commission (europa.eu)

Thank you

© European Union 2021

Unless otherwise noted the reuse of this presentation is authorised under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.