

Promotion policy under Regulation 1144/2014

Annual Work Programme 2018

November 2017

*DG Agriculture and Rural Development
European Commission*

What's the content of the promotion policy?

**Targeted on EU
added value**



**Align with needs of
the sector**



**Greater
effectiveness**

- **Clear priorities** established **annually** - work programme
- Increase the promotion campaigns in **third-country market**
- Enhance the **cooperation between operators** from different MS through **multi programmes**
- **Incentive EU cofinancing** rates

- Enlarge to **new beneficiaries**
- **Wider** list of eligible **products** including processed products
- Recognition of the strategic importance of **brands** and **origin**
- Reactive in case of **crisis**
- **Technical support** services

- **New selection process** with gain in time and evaluation exclusively at Commission level through external experts
- **End-up of national cofinancing**
- **Simplification** of administrative procedure for **Multi-programmes : directly managed** by the Commission
- Delegation to an **executive agency** foreseen

Increased expenditure : up to 200M€/year

Priorities for AWP 2018

SIMPLE PROGRAMMES	%	Mio EUR
SIMPLE PROGRAMMES in Internal Market	20%	20
TOPIC 1. Programmes on EU Quality Schemes	55%	11
TOPIC 2. Programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products	35%	7
TOPIC 3. Programmes on sustainable sheep/goat meat	10%	2
SIMPLE PROGRAMMES in Third Countries	75%	75
TOPIC 4. China, Japan, South Korea, Taiwan, South East Asia, India	35%	26,25
TOPIC 5. Canada, USA, Mexico, Columbia	30%	22,5
TOPIC 6. Other geographical areas	35%	26,25
Market disturbance/additional call for proposals	5%	5
Total SIMPLE	100%	100
MULTI PROGRAMMES	%	Mio EUR
TOPIC A. Programmes on sustainable sheep/goats meat in the IM	5%	4
TOPIC B. Programmes to increase the consumption of fruits and vegetables in the IM in the frame of proper dietary practices	10%	8
TOPIC C. Programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products or on EU Quality Schemes in the IM	38%	30
TOPIC D. Programmes highlighting the specific highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products or on EU Quality Schemes in TC	41%	32,1
Market disturbance/additional call for proposals	6%	5
Total MULTI	100	79
TOTAL SIMPLE and MULTI PROGRAMMES		179
Commission own initiatives		9.5
TOTAL PROMOTION	3	188,6

F&V: one of the main beneficiary of the promotion scheme

- 80 promotion programmes on F&V running!
- with a total budget of EU Aid of EUR 143,5 million

Example : 5xDay - Austria

Target groups: Young households, children and youth, teachers and journalists as multipliers

- received **"Transport Media Award"** for most creative and original advertisement on public transport in **2012 and 2013**
- Thematic "suitcases"** to teach children about specific varieties of fruits and vegetables in an interactive way - very popular with schools and children
- Total budget : 3 Mio€



Example

"A showcase for Europe's finest regional products"
"L'Europe signe les produits de ses terroirs"

2014-2016 Multi country programme France/Italy/Spain



- Targeting internal market : France/ Germany/ Italy
- Information programme on PDO/PGI
- Budget : 3,9 million € of which 50% from the EU budget
- <http://www.aop-igp.eu/>



Messages to be conveyed to the sector:

- Calls for proposals to be published in January: agricultural organisations are encourage to apply!!
- Info days in Brussels on 31/01/2018
- All info (technical portal, support for exporters, find partners, best practices) at:
- <https://ec.europa.eu/chafea/agri/>

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The screenshot shows the CHAFEA website interface. At the top, there's a blue header with the European Commission logo and the text "CHAFEA Promotion of agricultural products". Below this is a navigation bar with links like "NEWSROOM & EVENTS", "ENTER NEW MARKETS", "FUNDING OPPORTUNITIES", "CAMPAIGNS", "GET CONNECTED", and "REGISTER/SIGN IN". A search bar is also present. The main content area features a large banner for "FUNDING OPPORTUNITIES" with an illustration of a watering can and a tractor. Below the banner are four columns: "EXPLORE FUNDING OPPORTUNITIES" (with a Euro symbol icon), "ENTER NEW MARKETS" (with a globe icon), "FIND A PROJECT PARTNER" (with a gear icon), and "WHY REGISTER?" (with a padlock icon). The footer shows the system clock and taskbar.

CHAFEA
Promotion of agricultural products

EUROPA > European Commission > Chafea > Promotion of agricultural products

REGISTER/SIGN IN

FUNDING OPPORTUNITIES

Find all you need to apply for co-funding to promote your agri-food products.

LEARN MORE

EXPLORE FUNDING OPPORTUNITIES

Learn more about available funding, eligibility criteria and application procedures.

ENTER NEW MARKETS

Information on markets, exporting procedures, intellectual property rights and more.

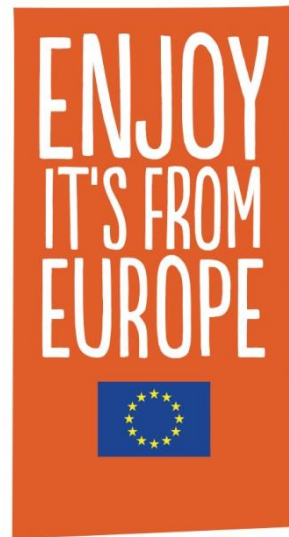
FIND A PROJECT PARTNER

Search for relevant partner organisations to submit a joint application for funding.

WHY REGISTER?

Register to access additional information and tools:

- Market reports
- Project partner search tool



Thank you for your attention.