

## **FINAL MINUTES**

*Meeting of the Civil Dialogue Group Quality and Promotion*

*3 July 2020*

Chair: Mr Giulio Benvenuti (COGECA)

Organisations present: All Organisations were present, except BEUC, EMB, EPHA, Euromontana, WWF EPO

### **1. Approval of the agenda**

### **2. Nature of the meeting**

The meeting was non-public.

### **3. List of points discussed [Name of each point, one by one]**

- **Welcome by the Chair Giulio Benvenuti.**
- **Welcome by Christina Gerstgrasser.**  
The Commission apologised for not being able to provide interpretation services for this meeting.
- **Presentation by Aleksandra Mecilosek of the statistics of signed agreements of the calls for proposals of 2019.**  
It was underlined that additional time was given for submission and that the participation was very high with twice more applications than what the available fund would allow.
- **Feedback by Aleksandra Mecilosek on the 2020 calls for proposals.**
- **Discussion over the money allocated to the Commission own initiative.**  
Copa asked why the leftover money of the multiple programmes from the previous year was allocated to the Commission own initiatives and not to simple programmes. The budgetary rules do not allow to transfer budget for multi programmes (in direct management) to be used for simple programmes (in shared management) and vice versa.

- **Presentation by Mojmir Jericijo on the impact of COVID-19 and on the additional calls for 2020.**  
 The Commission specified that as foreseen in the AWP 2019, the additional calls only include the sectors for which exceptional measures based on articles 219, 220, 221 and 222 of Regulation (EU)1306/2020 have been adopted by the Commission. Copa asked why other sectors were not selected. Cogeca asked if the Commission was planning any action regarding the impact of COVID-19 on the HORECA. UNION FLEURS asked practical question regarding the adaptation of the ongoing programmes to the Corona crisis situation. The Commission confirmed that all sectors for which exceptional measures have been adopted are eligible under the additional calls. It further explained that programmes very often cover HORECA. The proposals submitted in response to the additional calls should comply with the requirements of the promotion policy e.g. European message, visibility of brands and origin. The Commission answered the question on the practicalities for the adaptation of the ongoing programmes to the current crisis.
- **Presentation by Mojmir Jericijo on the draft Annual Work Programmes 2021.**  
 After the presentation of the draft budget several participants reacted. CELCAA asked why so much of the budget was dedicated to the promotion of organic products. ECVV said that we should not focus on third countries, but more on organic, the local market, and the availability of quality food for all. ECVV also mentioned that the priority should be food sovereignty and the environment. Copa said that we should focus on quality and that we need a definition for sustainability. Europatat asked how the Commission is selecting the projects.
- **Presentation by Daniela Planchensteiner on the Brexit.**  
 The participants underlined that some sectors would be severely impacted if no deal was agreed upon. Copa asked if the Commission would use the Promotion Policy to cope with the impact of Brexit.
- **Presentation by Pawel Bienkowski on the Commission own initiative.**  
 Copa asked if the Commission would continue the high-level missions with the European Commissioner for agriculture. The Commission answered that yes, it would be the case when circumstances allow such missions to take place.
- **Presentation by Varvara Bektasiadou on the evaluation of the Promotion Policy.**  
 Copa asked what was the respective roles of DG AGRI and DG SANTE in this evaluation. The Commission said that contributions by other services, including DG SANTE would be included in the evaluation, but that DG AGRI would lead. Cogeca and IFOAM EU mentioned that we would need a definition of sustainability and asked how DG AGRI and DG SANTE would coordinate their work regarding this issue. The Commission said that DG AGRI would be involved and that also the review of the Promotion Policy would be preceded by an impact assessment.
- **Presentation on the Green Deal and the Farm to Fork Strategy by Alisa Tiganj.**  
 Participants asked several questions such as: how would the CAP support the farmers in achieving the Farm to Fork Strategy targets? Is revision of the general food law foreseen? Is there space for non-food products in the Strategy? The Commission answered the questions.
- **Welcome for the afternoon session by the Chair Giulio Benvenuti.**

- **Presentation on the Horizon 2020 project: “Strenght2Food” by Filippo Afini.**  
Discussion on the GIs with interventions from several participants. There was a discussion on the impact of mandatory front-of-pack nutrition labelling on GIs. Mr Afini mentioned that the project is currently working on this topic.
- **Presentation on the guidelines for voluntary certification schemes by Swen Sielhorst of the SAI Platform.**  
Participants discussed the need to create a definition for sustainability and how we could eventually achieve this and how private platforms such SAI could contribute to this task.
- **Presentation on state of play of the GIs’ evaluation and Traditional Specialities Guaranteed protected by Aniko Nemeth.**  
Copa said that we should be careful about mixing sustainability and GIs. A general discussion on this topic occurred with intervention from Copa, Cogeca and oriGIn EU. It was notably mentioned that GIs were by nature sustainable as they allow the preservation of the social and environmental specificities of designated geographical areas. The Commission said that it was an interesting debate and that they would like to go deeper into the discussion regarding the link between GIs and sustainability.
- **Update on the state of play of the Study on economic value of EU quality schemes, Geographical Indications (GI) and Traditional Specialities Guaranteed (TSG) by Aniko Nemeth.**
- **Presentation on the Food Fraud Strategy by Eva Siegener.**  
Copa and Cogeca mentioned the need to coordinate our efforts on food fraud with actors external to the EU as well as the need for new tools like block chain. origin also underlined the need to scale up the fight against food fraud.
- **Presentation on origin labelling of swine, goat, sheep and pig meat by David Nicodemo.**  
Cogeca asked if they had some feedback regarding the implementation of the rules for pig meat. The Commission answered that from the feedback they had, rules for pig meat were well implemented by actors and well enforced by the national authorities.
- **The Chair Giulio Benvenuti thanked everybody for their participation and closed the meeting.**

#### **4. Conclusions/recommendations/opinions**

The group mentioned several times the issue of the definition of sustainability and underlined the need for starting to work on this matter.

#### **5. Next steps**

No specific next steps foreseen by the group.

## **6. Next meeting**

The date of the next meeting was not decided.

## **7. List of participants - Annex**

List of participants– Minutes

**Civil Dialogue Group Quality and Promotion  
03/07/2020**

MEMBER ORGANISATION	NUMBER OF PERSONS
Association des régions européennes des produits d'origine ( <b>AREPO</b> )	2
Bureau Européen des Unions de Consommateurs ( <b>BEUC</b> )	-----
European Council of Young farmers ( <b>CEJA</b> )	4
European Liaison Committee for Agriculture and agri-food trade ( <b>CELCAA</b> )	4
European agri-cooperatives ( <b>COGECA</b> )	5
European farmers ( <b>COPA</b> )	4
European Coordination Via Campesina ( <b>ECVC</b> )	1
European Environmental Bureau ( <b>EEB</b> )	1
European Federation of Food, Agriculture and Tourism Trade Unions ( <b>EFFAT</b> )	1
European Forum on Nature Conservation and Pastoralism ( <b>EFNCP</b> )	1
European Federation of Origin Wines ( <b>EFOW</b> )	1
European Landowners' Organization asbl ( <b>ELO</b> )	2
European Milk Board ( <b>EMB</b> )	-----
European Public Health Alliance ( <b>EPHA</b> )	-----
European Rural Poultry Association ( <b>ERPA</b> )	1
<b>EuroCommerce</b>	1
Euro Coop - European Community of Consumer Co-operatives ( <b>Eurocoop</b> )	1
Euromontana ( <b>Euromontana</b> )	-----
Farmhouse and Artisan Cheese and dairy producers' European network ( <b>FACE Network</b> )	1
Friends of the Earth Europe ( <b>FOEE</b> )	1
FoodDrinkEurope ( <b>FooddrinkEurope</b> )	5
International Federation of Organic Agriculture Movements EU Regional Group ( <b>IFOAM</b> )	2

Organisation pour un réseau international d'indications géographiques ( <b>Origin</b> )	1
Secrétariat des Associations du Commerce Agricole Réunies / Joint Secretariat of Agricultural Trade Associations ( <b>SACAR</b> )	3
Slowfood ( <b>Slowfood</b> )	1
WWF European Policy Programme ( <b>WWF EPO</b> )	-----
External experts	3
<b>Total: 46</b>	