



# **Promotion Programmes in third countries**

## **CDG Milk, Beef and Veal, Pigmeat,**

### **29 September 2023**

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# 1. POLICY OBJECTIVES and CONTEXT

- The **competitiveness of the EU agri-food sector** (primary objective of the policy)
- **Policy priorities of the Commission 2019-2024** (in particular the European Green Deal, the Farm to Fork Strategy, Organic action plan).
- New challenges to global **food supply and food security**:
  - **Russia's unprovoked invasion of Ukraine**
  - **Commodity price surge**
  - **Covid-19 pandemic**

# 1. POLICY CONTEXT (OBJECTIVES)



The EU agri-food promotion policy was designed to support the competitiveness of the EU agricultural sector by promoting EU products and quality schemes on the internal market and in non-EU countries.

## 2. ANNUAL WORK PROGRAMME - DRAFTING

- The objectives of the Regulation (EU) No 1144/2014
- **Coherence with other EU policy priorities** (political priorities of the European Commission for 2019-2024, in particular the European Green Deal, and the Farm to Fork Strategy, as well as Europe's Beating Cancer Plan).
- 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
- Input from **Member States** (through the CMO committee)
- Contributions from **stakeholders**, consulted through Civil Dialogue Groups
- **Results** of previous calls (submissions' rates)

### 3. BUDGET & TOPICS

Available budget in Draft 2024 AWP is €185.9 million in total, out of which:

- **€176.4 million** for promotion programmes  
"simple" and "multi"  
(a simple = submitted by one or more proposing organisations from the same Member State  
a multi = submitted by organisations from at least two Member States or one or more European organisations)
- **€ 9.5 million** for Commission's **own initiatives**

# Tentative timeline (Calls 2024)

- **Estimated Publication of the Calls:**  
Calls (multi and simple) **January 2024** on EU's Funding and Tenders Portal – no publication in the EU official journal.
- **Info Day:** 31 January – 1 February 2024
- **Estimated Opening date for submissions:** February 2024
- **Submission deadline:** **spring 2024**
- **Evaluation** of proposals (eligibility, exclusion, selection, award criteria)
- **Decision** on the evaluation outcome: autumn 2024

# 3. EXAMPLES

## OWN INITIATIVES & PROGRAMMES



# Promotion seminar for GCC countries

- Dubai, UAE, 13-14 December 2022
- 80 participants, incl. 16 reps of authorities from the UAE, Bahrain, Oman and the GCC Standardization Organization (GSO)
- Special focus on meat products (halal), dairy, fruit & vegetables, olive oil
- Presentation and EU cooking show at “Organic & Natural” fair, 13 December



# EU export promotion seminar: Thailand

- Bangkok, 7-8 June 2023
- Workshops, cooking shows, bilaterals
- Market access in Thailand remains still limited for some EU exports of plant and animal products, good progress made
- 2 days/2 target audiences:
  - Day 1: competent authorities: 250 participants
  - Day 2: B2B professionals/importers/cooking schools: 154 participants
  - B2B matchmaking sessions
  - Great media visibility



# High Level Mission to Japan: 2-6 July 2023

- 71 delegates from 21 MS
- 60% SMEs, 2/3 newcomers, 45% GIs/organic producers
- Sectors: W&S, Meat, F&V, processed products, dairy, olive oil, beverage
- Political programme of the Commissioner: market access issues

## BUSINESS PROGRAMME

Day 1: Market intelligence seminar: importation rules, retail & distribution channels, consumer profiles & trends, finding a business partner etc. + official dinner

Day 2: Retail and site visits + B2B matchmaking

Day 3: Seminar on Osaka business environment + B2B matchmaking + visits

# High Level Mission to India: 6-12 Dec 2023

- HLM in combination with EU pavilion at SIAL Delhi (7-9 Dec 2023) and Mumbai (10-12 Dec 2023)
- Objective: Business delegation of up to 70 businesspeople
- Dairy, Pork, Poultry, Fruits and Vegetables, Wines, alcohol and spirits, Olive oil and vegetable oils, Chocolate, confectionery and bakery, grains, oilseeds, animal feed etc. + GI producers
- BD's represent umbrella/sectoral organisations and companies from MS representing sectors with the highest potential given the difficult market access barriers (different per state).

# 3. EXAMPLES

## PROMOTION PROGRAMMES

# EMF THIRD COUNTRY – 874613

<b>Beneficiary:</b>	<ul style="list-style-type: none"><li>• GEIE European Milk Forum-EMF (European Milk Forum)</li><li>• Agrarmarkt Austria Marketing Gesmbh (AT)</li><li>• Centre National Interprofessionel de l'Economie Laitière-CNIEL (FR)</li></ul>
<b>Budget:</b>	€ 2,520,000.00
<b>Duration:</b>	36 Months (01/01/2020 – 31/12/2022) - completed
<b>Products:</b>	Cheese
<b>Target markets:</b>	Canada, India, Singapore, Thailand, United States, Vietnam
<b>Topic:</b>	AGRI-MULTI-2019-THIRD COUNTRIES
<b>Target groups:</b>	Trade professionals and associated key opinion leaders, followed by the media and influencers, and finally the gourmet consumers and foodies
<b>Main objective(s):</b>	<ul style="list-style-type: none"><li>• Increase the level of awareness of consumers (foodies) on the values of the European cheeses</li><li>• Raise and support the European cheeses exports and market share in these countries</li></ul>
<b>Activities:</b>	Public relations, website and social media, communication tools, fair trades, activities in schools, study trips and POS



# EMF THIRD COUNTRY – 874613

Visuals in events/brochures/promo materials



ENJOY IT'S FROM EUROPE

EUROPE  
HOME  
of  
CHEESE

RENDEZ-VOUS WITH THE CHEESES FROM FRANCE

**MASTER CLASS**

THỜI GIAN: 14:00 - 17:00 Ngày 26/10/2020

ĐỊA ĐIỂM: Chi nhánh HINAU Quận 3  
259B Hai Bà Trưng, P.6, Q.3, TP. HCM

Trang thông tin của EMF, Bộ Nông nghiệp và Phát triển Nông thôn, Bộ Công Thương và Bộ Khoa học và Công nghệ Việt Nam.

Bộ Công Thương, Bộ Khoa học và Công nghệ Việt Nam, Bộ Nông nghiệp và Phát triển Nông thôn, Bộ Công Thương và Bộ Khoa học và Công nghệ Việt Nam.

Minh chứng của sự hợp tác giữa các cơ quan chức năng và các doanh nghiệp.

CHÍNH QUYỀN SỞ TÀI SẢN VÀ HỮU QUYỀN CỦA LIÊN MINH CHẾ PHẨM

NGƯỜI NGHIỆP A AU

# Exclusive EU LAMB 101095397

<b>Beneficiary:</b>	<ul style="list-style-type: none"><li>• INTEROVIC (ES)</li><li>• Berettyóvölgyi Termelői csoport (HU)</li></ul>
<b>Budget:</b>	€ 2,178,874.49
<b>Duration:</b>	36 Months (ongoing)
<b>Products:</b>	Sheep and goat meat (fresh, chilled and frozen)
<b>Target markets:</b>	Hong Kong, Japan, Saudi Arabia, United Arab Emirates
<b>Topic:</b>	AGRIP-MULTI-2022-TC-ALL
<b>Target groups:</b>	Importers and intermediaries; HoReCa and retail professionals; customers between 25-55 years old with medium-high to high economic power, like quality food and don't mind paying, do not have a clear image of EU agri-food products, more importance to quality, taste and naturalness of products, not yet aware of the sustainability aspects of EU products
<b>Main objective(s):</b>	<ul style="list-style-type: none"><li>• Raise awareness among consumers about the importance of the product origin when they are making their purchases</li><li>• Recognition of EU production methods</li><li>• increase EU products consumption</li></ul>
<b>Activities:</b>	Public Relations, Web and social media, online advertising, events such as trade shows and study trips, Point of sales



# Exclusive\_EU\_LAMB 101095397

## Communication concept/Visual

**Main message/ Logo:**

**Lamb & Goat from Europe**

**Secondary messages:**

**Irresistible, sustainable meat**

ENGLISH

*Exclusive  
Lamb  
& Goat  
from  
Europe*

ARABIC

لحوم الماعز  
الخروف  
و حصرىا  
من أوروبا

JAPANESE

ヨーロッパ  
産の特別  
な子羊と  
ヤギ



Merchandising mockup examples



# EU-BEEF ASIA- 101046052

<b>Beneficiary:</b>	<ul style="list-style-type: none"><li>• PROVACUNO (ES)</li><li>• ASOCARNI (IT)</li></ul>
<b>Budget:</b>	€ 2,350,768.00
<b>Duration:</b>	36 Months (ongoing)
<b>Products:</b>	Bovine meat (fresh, chilled and frozen)
<b>Target markets:</b>	China, Korea
<b>Topic:</b>	AGRIP-MULTI-2021-TC-ALL
<b>Target groups:</b>	Importers, suppliers, wholesalers, supermarkets, restaurants or any other establishment involved in buying/selling meat products. Decision makers (Ministry of Agriculture and Rural Affairs, The General Administration of Customs or State Administration of Market Regulation are some of the organizations targeted in this campaign. Consumers of 21 to 60 years of age, with a medium purchasing power and cuisine lovers
<b>Main objective(s):</b>	<ul style="list-style-type: none"><li>• Increase the competitiveness, appreciation and propensity,</li><li>• Increase product awareness;</li><li>• Increase exports;</li><li>• Increase market share</li></ul>
<b>Activities:</b>	Public Relations services, Web and social media, online advertising, events such as seminars, trips to Europe and participation in trade fairs.

# EU-BEEF ASIA- 101046052

## Communication concept/Visual

NICE TO  
**BEEF**  
YOU



# FromFarmToFork - 874747

<b>Beneficiary:</b>	<ul style="list-style-type: none"> <li>• INTERPORC (ES)</li> <li>• AGRUPALTO (PT)</li> </ul>
<b>Budget:</b>	€ 3,948,620.00
<b>Duration:</b>	36 Months (completed 31.12.2022)
<b>Products:</b>	Pork meat
<b>Target markets:</b>	China
<b>Topic:</b>	AGRI-MULTI-TC
<b>Target groups:</b>	Importers and distributors, Chefs and HORECA professionals, Media and Key Opinion Leaders, Local authorities, Consumers (urban, middle class, between 20-50)
<b>Main objective(s):</b>	<ul style="list-style-type: none"> <li>• To revert the downward trend and stabilise the EU market share over 54% after the end of the campaign</li> <li>• To increase knowledge of the features of EU pork and its production methods in at least 1,500 F&amp;B professionals working with pork (meat importers, distributors, chef, horeca and retailers) by the end of the campaign.</li> <li>• To increase recognition of EU origin and the features of EU pork and its production methods by 60% by the end of the campaign.</li> </ul>
<b>Activities:</b>	Public relations, website and social media, communication tools, events and in-store tastings



# FromFarmToFork - 874747

## Communication concept/Visual

**Main message:** English: “European Pork. Excellence from Farm to Fork”  
Chinese: “欧洲猪肉. 从农场到餐桌的卓越品质”

**Secondary messages:** English: “Quality pork from Spain and Portugal”  
Chinese: “来自西班牙和葡萄牙的优质猪肉”

English: “Get a taste of Spain and Portugal”  
Chinese: “品味西班牙和葡萄牙”



[News – European Pork \(eupork.com\)](http://eupork.com)

# Thank you



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Slide 17: presentation of a proposing organisation. All rights reserved.

**EXAMPLE**

# PROJECT CONTRIBUTION TO SUSTAINABILITY

Project aim: proactively contribute to the growth of awareness on sustainability in relation to the deli meat supply chain

Reduction of the environmental impacts of the project's activities

Sustainability of consumption: «THE PRODUCTS WITH A DESIGNATION OF ORIGIN ARE A CORNERSTONE OF A SPECIFIC VIRTUOUS QUALITY WITHIN A TERRITORIAL APPROACH» (FAO)

The project will also increase the awareness on sustainability of the member companies of the three Consortia, with internal training and awareness-raising process that had already begun (for example with lowered salt content and more environmental friendly packaging)

Source: Brussels Info Day presentations: <https://infoday-agri-calls-for-proposals2023.b2match.io/>

