



# ANNUAL WORK PROGRAMME PROMOTION 2017

Agriculture  
and Rural  
Development

# **AWP 2017**

a working group



## ***Most important comments:***



**AWP  
2017**

**For simple programmes  
more money to**

- internal market promotion
- Information & promotion programmes for agricultural methods and the characteristics of European agricultural and food products
- dairy and pork

# **AWP 2017**

## New elements

# AWP 2017 | some new elements

- 4 geographical regions (from 10 merged into 4)
- **Total Budget:** 142.5 M€(133M€ for proposals +9,5M€ own campaigns)
- Programmes **increasing the awareness** of Union **sustainable agriculture** and the role of the agri-food sector for **climate action**:
  - 15.05 EUR million internal market only
  - Not for organic production methods

# AWP 2017 | some new elements

## AWP 2016

**10** geographical regions

1. Africa
2. North America
3. Central, South America & Caribbean
4. Middle East and Turkey
5. China and Taiwan
6. Japan and Korea
7. India and South East Asia
8. Eastern Europe and Central Asia
9. Oceania
10. EFTA+neighbourhood



## AWP 2017

**4** geographical regions

1. China/Japan/Korea, Taiwan, SE Asia, Indian subcontinent
2. USA/Canada/Mexico
3. Africa, Middle East and Turkey
4. Other geographical areas:
  - Central-South America, Caribbean
  - Eastern Europe and central Asia
  - Oceania, EFTA, neighbourhood



# AWP 2017 | some new elements

Information and promotion programmes on **beef products** targeting any third country:

- Under Simple programmes
- Only in third countries
- 4 EUR million





# AWP 2017 | some new elements

- **Serious market disturbance, loss of consumer confidence or other specific problems**
- **additional call for proposals via simple programmes**
- 4.5 EUR Mio
- Aim: to restore normal market conditions asap
- Market disturbance should have an **European dimension & the programme as well** (not MS dimension)
- Only for **single** programmes (faster than MULTI)
- Open to all agriculture products
- Decision to be taken by COM beginning of 2017 (specific product)
- If not used, budget shall be reallocated **under topic 7 (dairy and pig meat)**

# AWP 2017 | Indicative share of budget

	%	Mio EUR
<b>SIMPLE PROGRAMMES</b> in Internal Market	25%	22.5
TOPIC 1. Quality Schemes	55%	12.375
TOPIC 2. Generic	45%	10.125
<b>SIMPLE PROGRAMMES</b> in Third Countries	70%	63
TOPIC 3. China, Japan, South Korea, Taiwan, South East Asia, India	23.4%	14.75
TOPIC 4. USA Canada Mexico	18.4%	11.6
TOPIC 5. Africa, Middle East and Turkey	13.4%	8.45
TOPIC 6. Other Regions	18.4%	11.6
TOPIC 7. Dairy and Pigrate	20%	12.6
TOPIC 8. Beef	6.3%	4
Market disturbance/additional call for proposals	5%	4.5
<b>Total SIMPLE</b>	<b>100%</b>	<b>90</b>
<b>MULTI PROGRAMMES</b>	%	Mio EUR
TOPIC A. Programmes increasing the awareness of sustainable agriculture and the role of agriculture for climate action on the internal market.	35%	15.05
TOPIC B. Information on EU quality schemes (IM/TC)	35%	15.05
TOPIC C. Programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products (IM/TC)	30%	12.9
<b>Total MULTI</b>	<b>100%</b>	<b>43</b>
<b>TOTAL SIMPLE and MULTI PROGRAMMES 2017</b>		<b>133</b>
Commission own initiatives		9.5
<b>TOTAL PROMOTION PROGRAMMES 2017</b>		<b>142.5</b>