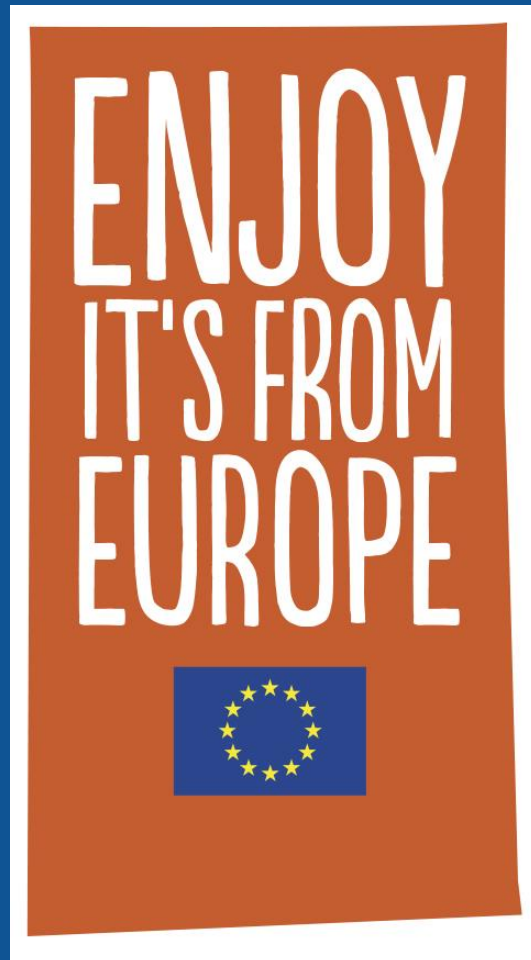


Draft Annual Work Programme 2019

29 June 2018

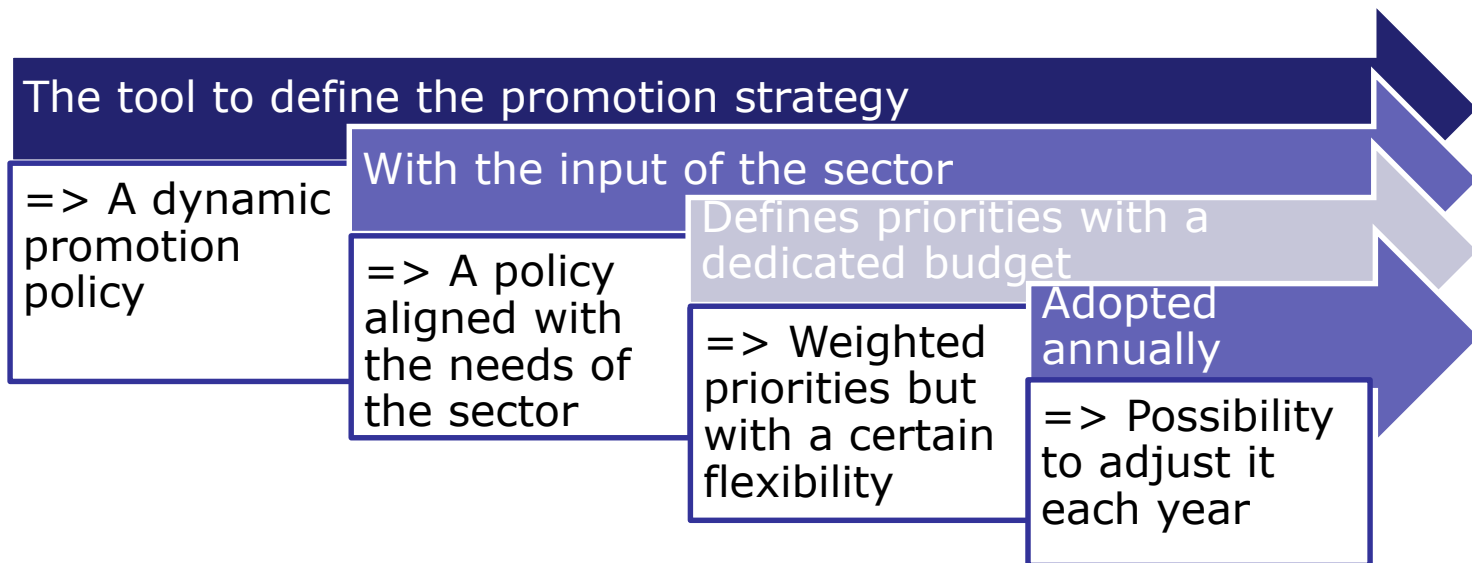
*DG Agriculture and Rural Development
European Commission*



DISCLAIMER

- This presentation has been prepared by DG AGRI Staff in order to facilitate the discussion in the Committee.
- The figures and the draft Annual work programme have not yet been validated and might be subject to changes

What is 'Annual work programme' ?



Budget

- Increased budget for the promotion policy (simple programmes + multi programmes+ Commission initiatives):

2017	2018	2019
142,5 Mio	188,6 Mio	201,1 Mio

- Breakdown for the 2019 budget of 201,1 Mio:
 - 100 Mio for simple programmes
 - 91,6 Mio for multi programmes
 - 9,5 Mio for Commission's own actions

How did we draft the AWP 2019?

- The objectives of the Regulation itself: (i) increase the number of activities aimed at third countries where there is the highest potential of growth and (ii) in the internal market, inform consumers about the high standards of EU products, notably the EU quality logos
- 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
- Contributions from stakeholders, consulted through the Civil Dialogue Group on Quality and Promotion (Food drink, Freshfel, CEEV, AREFLH, Europatat, Epha, Via Campesina, Flowers auctions, Clitravi)
- Results of previous calls (submissions' rates) and HLM

New elements of the 2019 AWP

- ☐ A reduced number of geographical areas, as last year
- ☐ Possible sectors to be ring-fenced
- ☐ Indicative criteria for ring-fencing

SIMPLE PROGRAMMES		100 M
Simple programmes in the Internal market		[20M]
<u>Topic 1.</u> Programmes on EU quality schemes (PDO, PGI, TSG, OQT), organic, RUP	60% [12 M]	
<u>Topic 2.</u> Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for environment and sustainability) and the characteristics of EU products in terms of quality, taste, diversity or traditions (=outside EU quality schemes)	40% [8 M]	
Simple programmes in Third Countries		[75 M]
<u>Topic 3.</u> China, Japan, Korea, South East Asia, Southern Asia	35% [26.25M]	
<u>Topic 4.</u> Canada, USA, Mexico and Columbia	30% [22.5 M]	
<u>Topic 5.</u> Other geographical areas	35% [26.25M]	
Simple programmes for market disturbance/additional call for proposals		[5M]

MULTI PROGRAMMES		91.6 M
Multi programmes in the Internal Market		[43.3 M]
<p><u>Topic A.</u> Programmes on EU quality schemes [(PDO, PGI, TSG, OQT), organic, RUP] <u>or</u></p> <p>Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for environment and sustainability) and the characteristics of EU products in terms of quality, taste, diversity or traditions</p>		[43.3 M]
Multi programmes in Third Countries		[43.3M]
<p><u>Topic B.</u> Programmes on EU quality schemes [(PDO, PGI, TSG, OQT), organic, RUP] <u>or</u></p> <p>Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for environment and sustainability) and the characteristics of EU products in terms of quality, taste, diversity or traditions.</p>		[43.3 M]
Multi programmes for market disturbance/additional call for proposals		[5M]



European

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Multi programmes for market disturbance/additional call for proposals		[5M]
Commission's own initiatives		9.5 M

Total promotion actions

201.1 M

The draft Annual Work Programme for 2019

Next steps

- **29/06/2018: Discussion with Civil Dialogue group**
- **06/07/2018 : Deadline for MS to submit comments**
- **September 2018: Launch of the inter-services consultation and further discussions with MS**
- **October 2018: Vote in the Committee**
- **November 2018: Adoption of the AWP by the Commission**
- **January 2019: Publication of calls for proposals**

http://ec.europa.eu/agriculture/promotion_en

