



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B. Quality, Research & Innovation, Outreach
The Director

Brussels,
AGRI.DDG1.B/NSV

AGENDA

«CDG QUALITY AND PROMOTION »

in Brussels, Rue de la Loi 130

meeting Room: 11.A

on Friday 20 March 2020 from 09:30 to 18:30

MORNING – PROMOTION POLICY

1. **2019 calls for proposals** – statistics on signed grant agreements.
2. **Own initiative** campaigns by the Commission – state of play and future High-Level Missions.
3. **Evaluation** of the Promotion Policy: state-of-play and timeline of the public consultation.
4. Effects of the **coronavirus pandemic** on the running programmes in China and Asia and the Promotion Policy itself.
5. **Brexit** – focus on: 1) Q&A as regards the Promotion Policy; 2) the protection of Geographical Indications; 3) possible market disturbance calls envisaged.

AFTERNOON – QUALITY POLICY

6. “**Strenght2Food**”: Horizon 2020 project (<https://www.strength2food.eu/>) – Presentation by AREPO
7. Follow-up: EU best practice **Guidelines for voluntary certification schemes** for agricultural products [2010/C 341/04] – “SAI Platform — Sustainable Agriculture Initiative Platform” – Presentation by FoodDrinkEurope
8. European **Green Deal & Farm to Fork** – Presentation by AGRI C1
9. State of play of the **Evaluation** of Geographical Indications and Traditional Specialities Guaranteed protected in the EU, in particular the Open Public Consultation. Update on the state of play of the **Study** on economic value of EU quality schemes, Geographical Indications (GI) and Traditional Specialities Guaranteed (TSG) – Presentation by AGRI B3

10. **Origin labelling** for swine, goat, sheep and pigmeat: state of play and timeline of ongoing survey – Presentation by AGRI G2

Please send us your AOB questions in due time before the meeting (e-mail: AGRI-MARKET-CDG@ec.europa.eu)