



EU Agri-food promotion policy review 2021

(Regulation EU 1144/2014)

UPDATE TO THE CIVIL DIALOGUE GROUP (CDG)

HOS Olives Sector

19/11/2021

*DG Agriculture and Rural Development,
External communication and promotion
policy unit*

Outline of the presentation

1. BACKGROUND & POLICY CONTEXT OF THE REVIEW
2. STATE OF PLAY
3. NEXT STEPS

1. BACKGROUND & POLICY CONTEXT

BACKGROUND & POLICY CONTEXT

Objectives of the promotion policy:

- The EU agri-food promotion policy – Regulation (EU) 1144/2014 – is based on articles 42 and 43(2) Treaty for the Functioning of the EU in support of European agriculture. It is funded, like other market measures, under the European Agricultural Guarantee Fund.
- The policy helps producers sell their EU farm products in an increasingly competitive global marketplace, at the same time delivering jobs and growth at home.
- Promotion campaigns and information measures about EU farm products and EU quality schemes are designed to open up new market opportunities for EU farmers and the wider food industry, as well as helping them build their existing business.

EVALUATION OF THE PROMOTION POLICY

- **Evaluation Staff Working document** published on 11 January 2021 **concluded:**
 - Promotion programmes are **effective** in raising awareness and the profile of EU products, quality schemes and production standards, particularly for non-EU markets with highest growth potential
 - Promotion policy was **highly effective** in paving the way to enter or expand into non-EU markets
 - Policy objectives and activities remain **relevant and have clear EU added value**

EVALUATION OF THE PROMOTION POLICY

Room to improve the policy:

- **improving coherence** with other EU policies
- improve the **exchange of knowledge** and experience between beneficiaries
- make **greater use of the signature** 'Enjoy! It's from Europe'
- explore **links** between promotion programmes and Commission's own initiatives
- More harmonized **implementation model** (direct management / shared management)



REVIEW OBJECTIVES (POLICY)

Farm to Fork Strategy: Policy review should enhance contribution to sustainable agricultural production and consumption, and in line with evolving diets. In relation to meat, focus on how the EU can use promotion programme to support the most sustainable, carbon-efficient methods of livestock production. The strategy aims to reward those who have already undergone the transition to sustainable practices, enable the transition for the others, and create additional opportunities.

The Commission is undertaking a review of the policy, with a view to enhancing its contribution to sustainable production and consumption, and in line with the shift to a more plant-based diet, with less red and processed meat and more fruit and vegetables.

REVIEW OBJECTIVES (IMPLEMENTATION)

The evaluation found that procedures for simple programmes under shared management with Member States are considered more complex by stakeholders with lengthier response times than those managed directly by the Commission.

The evaluation suggests that the review considers options to further streamline and harmonise the management of simple and multi programmes.

REVIEW PROCESS

The review of the policy is carried out according to the better regulation guidelines:

- Review builds on the **policy evaluation** and the **report to EP and Council**
- Includes an **inclusive consultation strategy** to feed into an **impact assessment**.

Consultation actions included:

- **Roadmap** for the review outlining policy options (9 February 2021)
- **Online Public consultation** (launched on 31 March for 12 weeks)
- **Presentations and workshops** to Member States experts groups, civil dialogue groups, agricultural committee and intergroups of the European Parliament etc
- **Conference on the Policy Review** (12 - 13 July 2021)

2. STATE OF PLAY

POLICY OPTIONS IDENTIFIED IN ROADMAP CURRENTLY BEING IMPACT-ASSESSED

Option 1: Build on **success of current policy** in supporting the agrifood sector's competitiveness while using the annual work programmes to also contribute to political priorities as was done for 2021;

Option 2: Focus the policy scope: In EU, promotion in support of sustainable agricultural production and consumption, in line with F2F Strategy and Europe's beating cancer plan, nudging consumers to healthier diets. On non-EU markets, focus on F2F's international dimension and EU agrifood sector's competitiveness.

Option 3: Review conditionality / eligibility: introduce new requirements and eligibility criteria that incentivise applicants to demonstrate support for the Farm to Fork Strategy or that exclude applications from certain sectors.

Streamline implementation model (cross-cutting for all options): improve monitoring and evaluation and consider removal of shared-management, which the evaluation found is confusing and complex for beneficiaries, replacing it by direct management of all programmes.

ONLINE PUBLIC CONSULTATION (31/03 to 23/06)

PROFILE OF RESPONDENTS

7528 Respondents overall



7182 Citizens



**110 Civil society
organisations**



219 Businesses



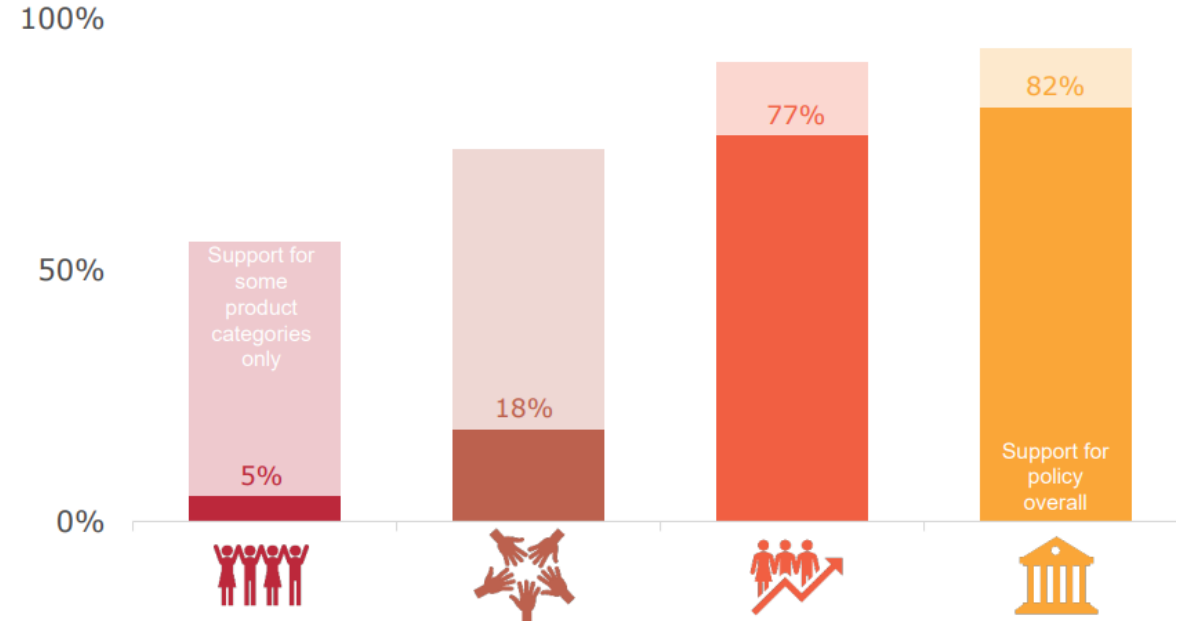
17 Public authorities

ONLINE PUBLIC CONSULTATION (31/03 to 23/06)

POLICY SUPPORT

Support for promotion policy

Support for policy weak among citizens,
strong among business associations
and public authorities



ONLINE PUBLIC CONSULTATION (31/03 to 23/06)

INITIAL INDICATORS OF OPINION

1. Consensus to adjust the scope of the policy

- ✓ Focus on raising awareness on sustainability, climate change action and respect for the environment, animal welfare or their contribution to balanced diets and health.
- ✓ Support products sustainably produced, respecting all sustainability elements, including animal welfare, respect for the environment and climate as defined in the Farm to Fork strategy.

2. No agreement on new eligibility and selection criteria

- ✓ More than 80% of citizens and civil society organisations want to exclude products not sustainably produced and not in line with more plant-based diets.
- ✓ Low level of support for including new eligibility or selection criteria among businesses and public authorities, they appear to favour information and awareness raising campaigns.

3. Appreciation of the programmes managed at EU level

- ✓ There is a general tendency to favour the management of all programmes by the Commission executive agency

3. NEXT STEPS

INDICATIVE TIMEFRAME

Quarter 1- Quarter 2 2021

Publish roadmap in the “Have your say” portal outlining policy options (9 February)
Launch Open Public Consultation on policy options (12 weeks) (31 March - 23 June)

Quarter 2- Quarter 3 2021

Conference of Stakeholders – online event (12-13 July)
Complete Impact Assessment of policy options (October)
Presentation to the Regulatory Scrutiny Board (24 November)

By end Q1 2022 (if favourable opinion by RSB)

Possible legislative proposals

References

➤ Open public consultation:

EU farm and food products – review of policy on promotion inside and outside the EU (europa.eu)

Available in all official EU languages

➤ Roadmap (options and feedback):

EU farm and food products – review of policy on promotion inside and outside the EU (europa.eu)

➤ **Conference of Stakeholders:**

Promotion of EU farm products | European Commission (europa.eu)

Thank you

© European Union 2021

Unless otherwise noted the reuse of this presentation is authorised under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.