



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 »

via Videoconference (Interactio)

on Tuesday 9 March 2021 from 10:00 to 16:30 (break from 12:00 to 14:30)

PROMOTION 10:00-12:00

1. **Revision of the Promotion Policy and Upcoming consultation**
Call to include all agricultural products in order for the Policy to fully contribute to sustainable production and consumption.
2. **Report** of the Commission to the Council and to the Parliament
3. **Selection Decision 2020**
 - Final uptake and Statistics
 - Related difficulties for evaluation reporting
 - COVID impact for the running programme and for the future
4. **AWP 2021**
 - New structure of award criteria – relevance of coherence of actions with Green Deal and Farm to Fork: How the sustainability is be understood, demonstrated and validated by indicators in the context of the Promotion Policy?
 - Debrief of Info day panel discussion
5. **AWP 2022**
first exchange of views and way forward for the consultation with the CDG
6. **Commission own initiative programmes**
2020 Debriefing Commission own initiatives ; 2021 Commission own Initiatives
7. **JRC study on the cumulative effects of trade agreements** on the EU agricultural sector

QUALITY 14:30-16:30

1. **EU trilogue negotiations on the CMO Regulation** - Update focused on Geographical Indications.
2. **GI conference “Strengthen the GI”** 25-26 November 2020 - Main conclusions
3. **Review of the Geographical Indications policy.** Animal welfare, sustainability as means for quality differentiation: How to better align or integrate additional criteria into the EU GI schemes
4. **BREXIT** – development regarding Geographical Indications
5. **Eurobarometer "Making our food fit for the future – Citizens' expectations"**

Please send us your AOB questions in due time before the meeting (e-mail: AGRI-B3@ec.europa.eu) or AGRI-B1-PROMOTION@ec.europa.eu