



Union's promotion policy concerning agricultural products

Report of the Commission
to the Council and to the Parliament on the application of
Regulation (EU) No 1144/2014

CDG Quality & Promotion, 9 March 2021

I. Report Content

- 1. Introduction
- 2. Implementation of promotion policy (2016-2019)
Annual work programmes, types of programmes,
submission & selection (with statistics), Commission own initiatives
- 3. Recommendations (effectiveness, efficiency, relevance, coherence, EU added value)

Link: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM:2021:49:FIN>

II. Report – Findings (1)

- 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**

II. Report – Findings (2)

The Commission recommends that the upcoming review examine how the promotion policy can:

- align its strategic priorities more closely with climate, sustainability, health and development policy objectives
- become a central tool for delivering the objectives of the ‘farm to fork’ strategy and the upcoming Europe’s Beating Cancer Plan;
- provide incentives for the transition to a green, more sustainable agricultural sector, promoting sustainable EU agricultural products and production processes both in the EU and on export markets;
- support efforts to position the EU food system as a global reference for sustainability

Thank you

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