



Promotion policy review 2021

Civil Dialogue Group – 9 March 2021

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1. Background and policy context

Background & policy context

FARM TO FORK STRATEGY

for a fair, healthy and
environmentally-friendly
food system
20 May 2020



SPECIAL EUROBAROMETER 505

Making our food fit for
the future – Citizens'
expectations
December 2020



EVALUATION - STAFF WORKING DOCUMENT

Impact of EU agricultural
promotion policy in the
internal market and third
countries
11 January 2021



Brussels, 22.12.2020
SWD(2020) 399 final

COMMISSION STAFF WORKING DOCUMENT
EVALUATION
of the
impact of the EU agricultural promotion policy in internal and third countries markets
(SWD(2020) 401 final)

EUROPE'S BEATING CANCER PLAN

A new EU approach to
prevention, treatment
and care
3 February 2021



Brussels, 3.2.2021
COM(2021) 44 final

COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN
PARLIAMENT AND THE COUNCIL
Europe's Beating Cancer Plan

EU TRADE POLICY REVIEW

An Open, Sustainable
and Assertive Trade
Policy
18 February 2021



Brussels, 18.2.2021
COM(2021) 66 final

COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN
PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL
COMMITTEE AND THE COMMITTEE OF THE REGIONS
Trade Policy Review - An Open, Sustainable and Assertive Trade Policy

The Farm to Fork Strategy

Farm to fork strategy of 20 May 2020 announced the policy review:

- Enhance contribution to **sustainable agricultural 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
- In relation to **meat**, focus on how the EU can use promotion programme to **support** the **most sustainable, carbon-efficient** methods of **livestock production**

Europe's Beating Cancer Plan

Europe's beating cancer action plan adopted on 3 February 2021 announced that the Commission will:

- review its promotion policy on **alcoholic beverages**
- review the promotion 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 other foods linked to cancer risks** and more fruit and vegetables.

Policy evaluation (strengths)

- **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**

Policy evaluation (improvements)

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)



EU public opinion

Eurobarometer findings

2020 Special **EB 505**: Making our food fit for the future – Citizens' expectations"

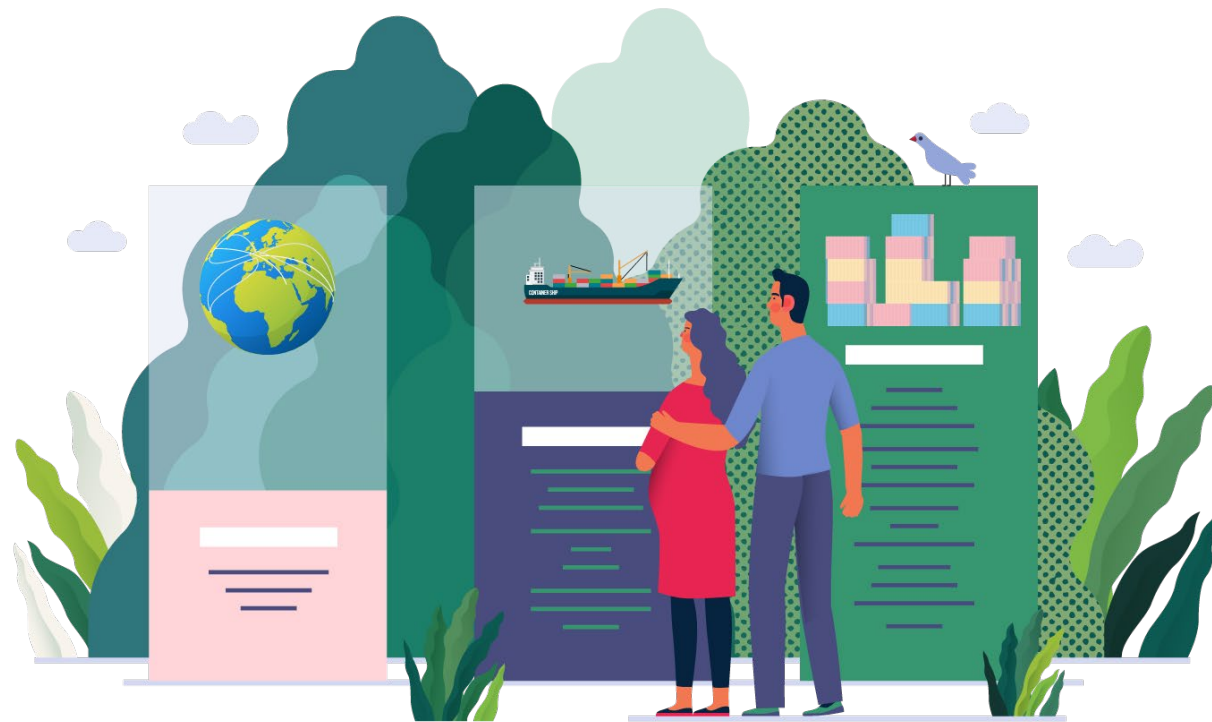
- **Taste** (45%), **food safety** (42%) and **cost** (40%) drive food purchases.
- Europeans consider **food being healthy for them** (74%) as the most important aspect of a sustainable diet, far above all other items.
- 89% believe that **producers and food companies should take action to raise their products' sustainability standards**
- **Food sustainability information** should be compulsory on food labels for **88%** of Europeans.
- 79% consider that **marketing and advertising that do not contribute to healthy, sustainable diets should be restricted**.
- 87% want the EU to be **more proactive in promoting food sustainability worldwide**

EU trade policy review

EU trade policy review adopted on 18 February 2021:

*The Commission will also continue to support the EU agricultural and agri-food sector, composed primarily of SMEs, **with a focus on promoting the sustainability and quality of their products**, making them a standard-bearer of the EU food sustainability system.*

2. Policy options presented in the roadmap



Policy Review Roadmap

The [roadmap](#) (inception impact assessment) is an initial step in the process of collecting feedback to support the review.

It contains an initial description of:

- *Policy context*
- *Issues to be addressed by the review and basis for EU intervention*
- *Objectives and policy options*
- *Preliminary assessment of expected impacts*
- (...)

EU farm and food products – review of policy on promotion inside and outside the EU

[Have your say](#) > [Published initiatives](#) > EU farm and food products – review of policy on promotion inside and outside the EU

In preparation

Roadmap

Feedback period
09 February 2021 - 09 March 2021
FEEDBACK: OPEN

UPCOMING

Public consultation

Consultation period
Second quarter 2021
FEEDBACK: UPCOMING

Commission adoption

Planned for
First quarter 2022
FEEDBACK: UPCOMING

About this initiative

Summary

The EU's agricultural promotion policy helps its farmers and food industry sell their products in an increasingly competitive global marketplace.

Topic

Agriculture and rural development

Type of act

Proposal for a regulation

Roadmap

Type

Inception impact assessment
[More about roadmaps](#)

Feedback period


09 February 2021 - 09 March 2021 (midnight Brussels time)


The Commission would like to hear your views.

This roadmap is open for feedback for **4 weeks**. Feedback will be taken into account for further development and fine tuning of the initiative. The Commission will summarise the input received in a synopsis report explaining how the input will be taken on board and, if applicable, why certain suggestions can't be taken up. Feedback received will be published on this site and therefore must adhere to the [feedback rules](#).

Give feedback

>

 Inception impact assessment - Ares(2021)1118814
English (181.1 KB - PDF - 3 pages)

[Download](#) 

PUBLISHED 9 FEBRUARY – DEADLINE FOR FEEDBACK 9 MARCH (Midnight)

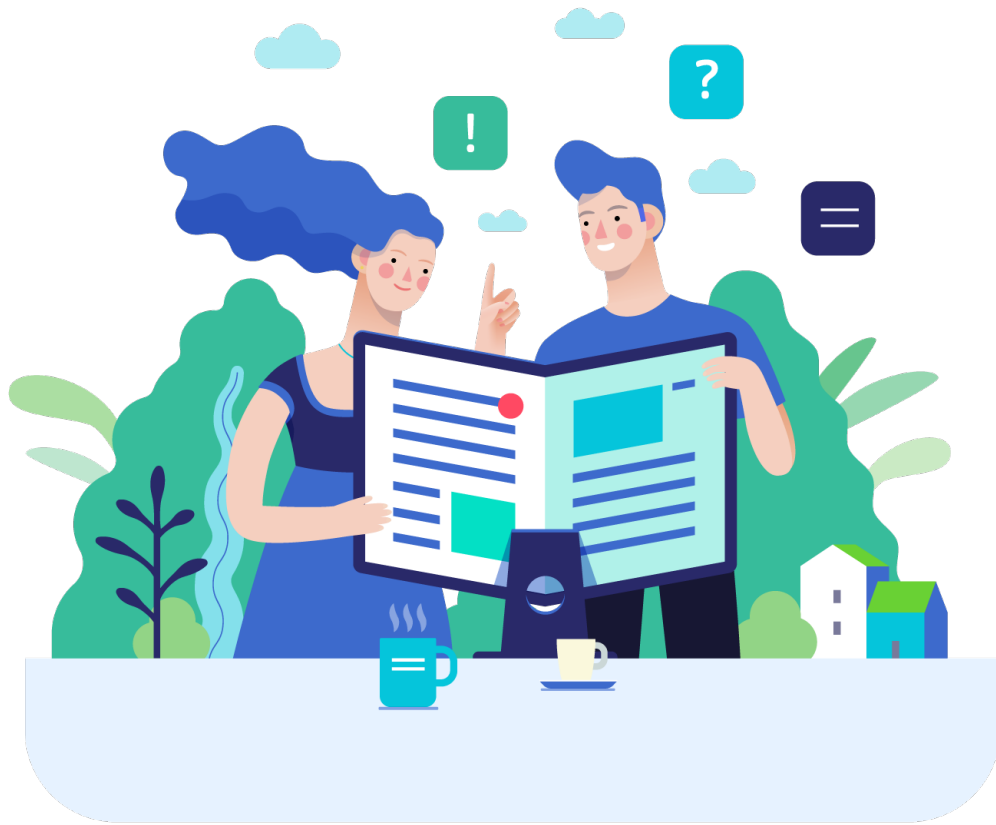
Roadmap policy options

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.



4. Milestones and indicative timeframe

Milestones and 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) (March - June)

Quarter 2- Quarter 3 2021

Conference of Stakeholders – online event (July)

Complete Impact Assessment of policy options (October)

Presentation to the Regulatory Scrutiny Board (November-December)

By end Q1 2022 (if favourable opinion by RSB)

Possible legislative proposals

Thank you

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