



# EU Promotion policy (Reg. EU 1144/2014)

## *Update on the review process*

***CDG PROMOTION***

1 July 2021

*Bruno DE OLIVEIRA ALVES*  
*DG AGRI, Unit B.1.*

# STATE OF PLAY

# State of Play – Ongoing policy review

## *Process*

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

Building on the **policy evaluation** and the **report to EP and Council**

Including an **inclusive consultation strategy** to feed into an **impact assessment**:

- On 9 February the Commission published the **roadmap** for the review outlining policy options (feedback until 9 March) .
- **Public consultation** launched on 31 March for 12 weeks (closed 23 June)
- **Presentations and workshops** to Common Markets Organisation (CMO) committee, Civil Dialogue Groups etc.
- **Stakeholder conference** on 12 and 13 July 2021

# State of Play – Ongoing policy review

## *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 (November-December)

### By end Q1 2022 (if favourable opinion by RSB)

Possible legislative proposals

# State of Play – Ongoing policy review

## *Roadmap*

### 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)

- Identifies objectives of the policy review
- Outlines policy options (to be examined in the impact assessment)
- Feedback received (151 responses)

# 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;

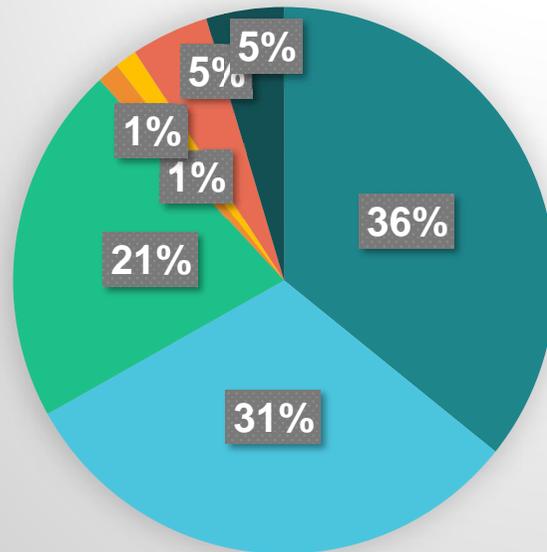
**Option 2: Focus the policy scope:** In EU, promotion in support of sustainable agricultural production and consumption, in line with F2F Strategy and Europe's beating cancer plan, nudging consumers to healthier diets. On non-EU markets, focus on F2F's international dimension and EU agrifood sector's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

# Roadmap: Contributions received (151)

Contributions per type of respondents



- Company, business organisation, business association
- EU Citizen
- NGO
- Consumer Organisation
- Trade Union
- Public authority
- Other

# Comments on policy issues: **Convergence of opinions**

- The need to align promotion policy with the farm to fork strategy and the Green Deal, privileging promotion of sustainable production and balanced diets in addition to the competitiveness of the EU agri-food sector.
- Support for the streamlining of the management (between direct-management and shared-management) with the exception of one national ministry for agriculture.

## Comments on policy issues: Divergence of opinions

- Respondents who identified as **business organisations** predominantly supportive of not excluding specific product categories, of promotion on export markets and of using the flexibilities of the annual work programme to enhance contribution of the promotion policy to other EU policies (Option 1)
- Respondents who identified as **business organisations, primarily from the fruit and vegetables sector**, indicated their support for Option 2 (focusing the policy scope)

## Comments on policy issues: Divergence of opinions

- Respondents who identified as **NGOs** predominantly supportive of excluding alcoholic beverages and meat from EU promotion policy co-funding (Option 3)
- Respondents qualified as **citizens** mostly stated the support for promotion policy to focus on plant-based diets, but were divided on whether to achieve this through the exclusion of certain products (Option 3) or by not excluding products (Option 1 and 2).
- Respondents who identified as **trade unions, some business organisations and some citizens** affirmed that any exclusion could have an adverse impact on rural communities and would not incite the transition to more sustainability

# State of Play – Ongoing policy review

*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)

# State of Play – Ongoing policy review

## *Open Public Consultation*

### 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)

- Over 7000 responses received by 23 June 2021
- **Preliminary results to be presented at the Conference on the review of the EU agri-food promotion policy (12-13 July)**
- Summary report to be published in July 2021 (Have your say portal)

# State of Play – Ongoing policy review

## *Conference review of the EU agri-food promotion policy*

### 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 review EU agri-food promotion policy – online event (12-13 July)

Complete Impact Assessment of policy options (October)

Presentation to the Regulatory Scrutiny Board (November-December)

# State of Play – Ongoing policy review

## *Conference review of the EU agri-food promotion policy*

### 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 review EU agri-food promotion policy – online event (12-13 July)

Complete Impact Assessment of policy options (October)

Presentation to the Regulatory Scrutiny Board (November-December)

# State of Play – Ongoing policy review

*Conference review of the EU agri-food promotion policy  
12-13 July 2021*



[The Agri-food Promotion Policy Review | European Commission \(europa.eu\)](https://european-commission.europa.eu)

# CONFERENCE DAY 1 – 12 JULY

## DRAFT PROGRAMME - DAY 1

12 July 2021

14.30 – 14.40	CONFERENCE WELCOME	
14.40 – 15.00	<b>OPENING SESSION DAY 1</b>	<p><b>Mr Janusz Wojciechowski</b>, EU Commissioner for Agriculture and Rural Development</p> <p><b>Mr Jože Podgoršek</b>, Minister of Agriculture, Forestry and Food, Slovenian Presidency of the Council</p>
15.00 – 15.25	PRESENTATION OF THE PRELIMINARY RESULTS OF THE PUBLIC CONSULTATION Ms Giulia Martino, Ecorys	
15.25 – 15.30	BREAK	
15.30 – 16.30	<p><b>SESSION 1:</b></p> <p>ENABLING THE TRANSITION TO SUSTAINABLE FOOD SYSTEMS:</p>	<p><b>The role of the agri-food promotion policy</b> How can the EU agri-food promotion policy support the transition to a more sustainable EU food system in the context of the farm to fork strategy.</p> <p><b>Keynote speaker:</b> <b>Mr Sébastien Treyer</b>, Executive Director, IDDRI</p> <p><b>Ms Mella Frewen</b>, Director General, Food Drink Europe</p> <p><b>Ms Deirdre Ryan</b>, Director of Quality Assurance and Origin Green at Bord Bia</p> <p><b>Ms Sophie Bertrand</b>, Scientific Project Manager, European Milk Forum</p>
16.30 – 17.30	<p><b>SESSION 2:</b></p> <p>SUPPORTING MORE PLANT-BASED AND HEALTHY DIETS THROUGH THE AGRI-FOOD PROMOTION POLICY</p>	<p>How can the EU agri-food promotion policy support the shift to more plant-based, healthy dietary practices, in the context of the beating cancer plan?</p> <p><b>Keynote speaker:</b> <b>Dr João Breda</b>, Programme Manager, Nutrition, Physical Activity and Obesity, Division of Non-communicable Diseases and Life-course at WHO/Europe</p> <p><b>Prof. Tim Lang</b>, Emeritus Professor of Food Policy, Centre for Food Policy, City University of London</p> <p><b>Prof. Klaus G. Grunert</b>, Department of Management - MAPP - Research on Value Creation in the Food Sector, Aarhus University</p> <p><b>Ms Simona Rubbi</b>, International relations manager at research and marketing group CSO Italy, President of the Civil Dialogue Group Promotion</p>
17:30 - 18:15	CLOSING REMARKS DAY 1	
		<p><b>Ms Nathalie Sauze-Vandevyver</b>, Director, Quality, Research &amp; Innovation, Outreach, DG Agriculture and Rural Development</p>

# CONFERENCE DAY 2 – 13 JULY

## DRAFT PROGRAMME - DAY 2

13 July 2021

9.00 – 10.00	<b>OPENING SESSION DAY 2</b>	<p><b>Mr Herbert Dorfmann MEP, Ms Anja Hazekamp MEP</b>, co-rapporteurs on Farm to Fork strategy</p> <p><b>Mr Bartosz Arłukowicz MEP</b>, Chair of the Special Committee on Beating Cancer (tbc)</p> <p><b>Mr Paolo De Castro MEP</b>, Committee on International Trade (tbc)</p>	11.05 – 12.05	<p><b>SESSION 4:</b></p> <p><b>STRENGTHENING EXPORTS AND THE INTERNATIONAL REPUTATION OF EU AGRI-FOOD PRODUCTS THROUGH THE PROMOTION POLICY</b></p>	<p>How can the promotion policy strengthen the international dimension of the EU agri-food sector in the global markets (support EU agri-food exports and as a global standard-setting bearer) in the context of the EU trade policy review?</p> <p><b>Keynote speaker:</b>  <b>Prof. Alan Matthews</b>, Professor Emeritus of European Agricultural Policy in the Department of Economics, School of Social Sciences and Philosophy at Trinity College Dublin</p> <p><b>Mr Frans van Dongen</b>, Director International Affairs, COV</p> <p><b>Mr Miguel Torres</b>, President and Managing Director, Bodegas Torres</p> <p><b>Ms Micol Bertoni</b>, Head of the trade section of the Italian Cooperatives</p>
10.00 – 11.00	<p><b>SESSION 3:</b></p> <p>ENHANCING COMPETITIVENESS OF THE EU AGRI-FOOD SECTOR IN THE INTERNAL MARKET THROUGH THE PROMOTION POLICY</p>	<p>Enhancing EU agricultural sector's competitiveness by raising awareness of EU quality schemes and of the specific features of EU agri-food products in the internal market.</p> <p><b>Keynote speaker:</b>  <b>Prof. Alessandro Banterle</b>, Department of Environmental Science and Policy, University of Milan</p> <p><b>Mr Claude Vermot-Desroches</b>, President, EU-OriGIn</p> <p><b>Ms Ondina Afonso</b>, Head of Quality &amp; Research Department, Chair of Producer's Club, SONAE MC</p> <p><b>Ms Birthe Steenberg</b>, Secretary General, AVEC</p> <p><b>Ms Marian Blom</b>, Board Vice President, IFOAM</p>	12.05 – 12.30	<b>CONFERENCE CLOSING</b>	<p><b>Mr Wolfgang Burtscher</b>, Director General, DG Agriculture and Rural Development</p>
11.00 – 11.05	<b>BREAK</b>				

# OTHER ACTIVITIES

# Other activities

## **Presentations to the Civil Dialogue Groups :**

**(8) including horizontal CDG**

## **Presentations to the Common Market Organisation (CMO)**

### **Committees:**

**(3) including the joint committees on wine, spirits and quality**

### **Other presentations:**

**European Parliament (COMAGRI, EP Intergroup quality)**

**Various conferences**

# NEXT STEPS

# Next Steps

## 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 review EU agri-food promotion policy – online event (12-13 July)

Complete Impact Assessment of policy options (October)

Presentation to the Regulatory Scrutiny Board (November-December)

# Next Steps

## 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 review EU agri-food promotion policy – online event (12-13 July)  
Complete Impact Assessment of policy options (October)  
Presentation to the Regulatory Scrutiny Board (November-December)



**PLEASE REGISTER TO THE CONFERENCE**  
**The Agri-food Promotion Policy Review |**  
**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.

