



Draft 2022 Annual Work Programme

Civil Dialogue Group – Quality and Promotion, 1st July 2021

DG Agriculture and Rural Development

DISCLAIMER

- This presentation has been prepared by DG AGRI in order to facilitate the discussion in the Committee
- The draft annual work programme has not yet been validated and may be subject to change

What is an 'annual work programme' ?

- sets out the priorities and the corresponding budgets
- includes arrangements for market disturbance
- is the legal basis for financing promotion measures

Budget

Available budget for 2020 AWP is EUR 185.9 million in total, out of which:

- EUR 89 million for "simple" promotion programmes
- EUR 87.4 million for "multi" promotion programmes
- EUR 9.5 million for Commission's own initiatives

How did we draft the AWP 2022 priorities?

- The objectives of the Regulation itself: (i) focus on those third countries where there is the highest potential of growth and (ii) in the internal market, inform consumers about the high standards of EU products, notably the EU quality logos
- Coherence with EU policy priorities (notably the European Green Deal and the Farm-to-fork strategy)
- For third countries, a macro-economic analysis on projected increase in imports on existing or emerging markets, as well as a policy evaluation on FTAs or expected removal of SPS barriers
- Contributions from stakeholders, consulted through Civil Dialogue Groups
- Results of previous calls (submissions' rates)

Simple programmes

SIMPLE PROGRAMMES	2022 ALLOCATED (DRAFT)
Total	€89 M
Simple programmes in the Internal market	€42,1 M
IM-EU QUALITY SCHEMES	€5 M
IM-ORGANIC	€14 M
IM- SUSTAINABLE [including animal welfare]	€8 M
IM-PROPER DIET	€9,1 M
IM-CHARACTERISTICS	€6 M
Simple programmes in Third Countries	€41,9 M
TC-ASIA	€16,3 M
TC-AMERICAS	€8,3 M
TC-OTHERS [including the UK]	€12,3 M
TC-ORGANICS AND SUSTAINABLE	€5 M
Simple programmes for market disturbance	€5 M

Multi programmes

MULTI PROGRAMMES	2022 ALLOCATED (DRAFT)
TOTAL	€87,4 M
Multi programmes in the internal market	€44,2 M
IM - QUALITY SCHEMES or METHODS characteristics	€ 4,2 M
IM - ORGANIC	€ 18 M
IM - SUSTAINABLE [inc. animal welfare]	€ 12 M
IM - PROPER DIET	€ 10 M
Multi programmes in third countries	€38,2 M
TC-ALL [including the UK]	€ 25,2 M
TC-ORGANICS AND SUSTAINABILITY	€ 13 M
Multi programmes for market disturbance/additional call for proposals	€5 M

Procedure – Timetable for 2022 AWP

- 27/09/2021: Discussion in the Committee
- 15/10/2021: Vote in the Committee (possibly written vote)
- November 2021: Adoption by the Commission
- January 2022: Publication of the calls for proposals

Thank you



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