



Union's promotion policy concerning agricultural products

2021 AWP – Policy Review

CDG Milk, 26 February 2021

DG for Agriculture and Rural Development

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I. Introduction

Legal acts

Agrifood promotion policy [Regulation \(EU\) No 1144/2014](#)

Commission Delegated [Regulation \(EU\) 1829/2015](#)

Commission Implementing [Regulation \(EU\) 1831/2015](#)

Annually:

- Commission adopts annual work programme (AWP)
- Calls for proposals published

Two types of co-financed programmes

Information and promotion programmes:

- ✓ **SIMPLE programmes** : submitted by one or more proposing organisation(s) from 1 EU Member State
- ✓ **MULTI programmes** : several proposing organisations from different Member States / EU level organisations

Duration: 1 to 3 years

Co-financing rates

	Type of programmes	
	Simple	Multi
Internal market	70%	80%
External market	80%	80%
In case of serious market disturbance/ loss of consumer confidence	85%	85%

Eligible products and schemes

- All agricultural products covered excluding tobacco listed in “Annex I list referred to in article 38 of the [Treaty on the Functioning of the European Union](#)”)
- Open to certain processed products listed in annex (beer, chocolate, pasta, sweet corn, cotton...) of the promotion policy Regulation (EU) 1144/2014
- EU quality schemes: **organic**, geographical indications, ... (see article 5 of Regulation 1144/2014)

Eligible activities (indicative list)

- Website, social media e-learning platforms, webinars, etc.
- Advertising (print, TV, Radio, online, outdoor, cinema)
- Communication tools (publications, media kits, promotional merchandise, promotional videos)
- Events (Stands at trade fairs, seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools, restaurant weeks, Sponsorship of events)
- Public relations (PR activities, press events)
- Point-of-sale promotion (Tasting days, promotion in retailers' publications, point-of-sale advertising)

II. AWP 2021 – Budget and topics

How we drafted the AWP 2021

- The objectives of the Regulation (EU) No 1144/2014
- **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
- Input from Member States (CMO)
- Contributions from stakeholders, consulted through Civil Dialogue Groups
- Results of previous calls (submissions' rates)

2021 Work Programme – Budget and topics

Available budget for **2021 work programme is €182.9** million (€ 9.5 million for Commission's **own initiatives**)

	Internal market	Non-EU countries	Total
"simple" promotion programmes (submitted by one or more proposing organisations <u>from the same Member State</u>)	€32.1 million	€48.9 million	€86 million (of which €5 million for possible crisis call)
"multi" promotion programmes (submitted by organisations from <u>at least two Member States</u> or one or more <u>European organisations</u>)	€43.2 million	€39.2 million	€87.4 million (of which €5 million for possible crisis call)
Total	€75.3 million	€88.1 million	€173.4 million + €9.5 million own initiatives = €182.9 million

Annual calls for proposals based on work programme published on 28 January, managed by executive agency CHAFEA

Simple programmes

SIMPLE PROGRAMMES	€ 86 M
Simple programmes in the Internal market	€ 32,1 M
AGRIP-SIMPLE-2021-IM-EU QS Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes	€ 5 M
AGRIP-SIMPLE-2021-IM-ORGANIC Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on organic production	€ 6 M
AGRIP-SIMPLE-2021-IM- SUSTAINABLE Programmes increasing the awareness of Union sustainable agriculture and the role of the agri-food sector for climate action and the environment	€ 6 M
AGRIP-SIMPLE-2021-IM-PROPER DIET Information provision and promotion programmes aiming at increasing the consumption of fresh fruit and vegetables in the internal market in the context of balanced and proper dietary practices	€ 9,1 M
AGRIP-SIMPLE-2021-IM-CHARACTERISTICS Information provision and promotion programmes aiming at highlighting the specific features of agricultural methods in the Union and the characteristics of European agricultural and food products, and quality schemes	€ 6 M
Simple programmes in Third Countries	€ 48,9 M
AGRIP-SIMPLE-2021-TC-ASIA Information provision and promotion programmes targeting one or more of the following countries: China (including Hong-Kong and Macao), Japan, South Korea, Taiwan, South-eastern Asia or Southern Asia	€ 16,3 M
AGRIP-SIMPLE-2021-TC-AMERICAS Information provision and promotion programmes targeting one or more of the following countries: Canada, USA or Mexico	€ 8,3 M
AGRIP-SIMPLE-2021-TC-OTHERS Information provision and promotion programmes targeting other geographical areas	€ 12,3 M
AGRIP-SIMPLE-2021-TC-ORGANICS Information provision and promotion programmes concerning the organic products under Union quality scheme	€ 12 M
Simple programmes for market disturbance/additional call for proposals	€ 5 M

Multi programmes

MULTI PROGRAMMES	€ 87,4 M
Multi programmes in the internal market	€ 43,2 M
AGRIP-MULTI-2021-IM Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes OR information provision and promotion programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agri-food products, and quality schemes	€ 4,2 M
AGRIP-MULTI-2021-IM-ORGANIC Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on organic production	€ 17 M
AGRIP-MULTI-2021-IM- SUSTAINABLE Programmes increasing the awareness of Union sustainable agriculture and the role of the agri-food sector for climate action and the environment	€ 12 M
AGRIP-MULTI-2021-IM-PROPER DIET Information provision and promotion programmes aiming at increasing the consumption of fresh fruit and vegetables in the internal market in the context of balanced and proper dietary practices	€ 10 M
Multi programmes in third countries	€ 39,2 M
AGRIP-MULTI-2021-TC-ALL Information provision and promotion programmes targeting any third country(ies)	€ 25,2 M
AGRIP-MULTI-2021-TC-ORGANICS Information provision and promotion programmes concerning the organic products under Union quality scheme	€ 14 M
Multi programmes for market disturbance/additional call for proposals	€ 5 M

Contribution to Farm to fork (estimated)

**Promotion
organic
€ 49 M**

**Promotion
sustainable
€ 18 M**

**Promotion
of fruit & vegetables
consumption in
balanced diets
€ 19.1 M**

**APPROX. 50% OF THE OVERALL
PROMOTION BUDGET
for co-financing programmes**

2021 Calls for proposals

- 2 calls for proposals published in Official Journal of the EU (OJ C 31, 28.1.2021)
 - Accessible via Funding&Tenders portal: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/programmes/agrip2027>
- **Submission** deadline: **11 May 2021 17:00 CET**
- **Decision** on the selection outcome: autumn 2021

Where to find information (1)

Visit the Funding & Tenders portal and search for AGRIP

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/programmes/agrip2027>

In order to:

- Find the call and all call documents (translated for simple call)
- Consult the [reference documents](#) (legal base, MGA, reporting templates)
- Enter the submission system and download submission templates
- Submit your proposal
- Find project partners (search “multi” beneficiaries)
- Consult FAQ regarding submission
- Contact the IT helpdesk

Where to find information (2)

Visit <http://ec.europa.eu/chafea/agri> in order to:

- Clarify eligibility rules applicable to your proposal, organisation and products promoted ([policy FAQ](#), [eligibility checker](#), [legal framework](#) section)
- Check examples of previous co-financed organic campaigns ([Campaign map](#))
- Find tips on how to increase chances of obtaining funding ([webinars](#), section on [most common mistakes](#), [statistics on previous calls](#))
- Find useful [guidance for implementation stage](#)
- Consult [market entry handbooks](#) for a number of export markets
- Register to receive Chafea newsletters
- Helpdesk (non-IT questions): chafea-agri-calls@ec.europa.eu

III. Evaluation of the promotion policy and upcoming review

Evaluation of the promotion policy (1)

Conclusions:

- 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**

Evaluation of the promotion policy (2)

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 own initiatives
- more harmonized **implementation model** (direct management / shared management)



Staff working document: Evaluation of the impact of the EU agricultural promotion policy in internal and third country markets (22.12.2020): <https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/1859-Evaluation-of-the-EU-agricultural-promotion-policy>

The upcoming policy review (1)

Farm to fork strategy 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**

The upcoming policy review (2)

- Build on the policy evaluation completed in 2020
- Subject to “better regulation” guidelines, including an impact assessment of the different policy options available
- Transparent and inclusive consultation strategy
 - Includes a published roadmap outlining activities and policy options. **Please send feedback before 9 March 2021!** <https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12782-Information-and-promotion-measures-for-agricultural-and-food-products-in-the-internal-market-and-in-non-EU-countries>
 - Open public consultation to seek input on different options
 - Conference of Stakeholders
 - Common Markets Organisation (CMO), Civil Dialogue Groups etc.

Milestones and indicative timeframe

Evaluation of promotion policy

Published on 11 January 2021

SWD External Evaluation on the implementation of promotion policy between 2016-2019

Completed September 2020

Open Public Consultation on promotion policy

Published on 11 February 2021

Report from the European Commission to the European Parliament and Council on the **implementation** of promotion policy

Review of promotion policy

Complete by end 3 Q 2021

Impact Assessment of policy options

Complete by end 2 Q 2021

Open Public Consultation on policy options
Conference on OPC outcome with all stakeholders

Regulatory Scrutiny Board (RSB) 4Q2021

By end 1 Q 2022 (if favourable opinion by RSB)

Legislative proposal for the review of promotion policy

Thank you

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