

# EU Promotion policy of agri-food products (Regulation 1144/2014)

**CDG Animal products,  
Poultry meat and eggs sector  
26 November 2019**

**Unit B1, External communication and  
promotion policy**

# Content

## **I. EU Promotion policy - basics**

Legal basis, Types of action  
Budget & cofinancing rates

## **II. Annual Work Programme**

What? Priorities  
Topics & budget allocation (2020)

## **III. Examples of programmes, Own initiatives & links**

# Promotion policy – Legal basis

## Basic act

Regulation (EU) No 1144/2014

## Delegated and implementing acts

Commission Delegated Regulation (EU) 1829/2015

Commission Implementing Regulation (EU) 1831/2015

## Annually:

- Annual work programme
- Calls for proposals

## Different types of actions

### ***Information and promotion programmes :***

- ✓ 1 to 3 years; Submitted by proposing organisations (PO)
- ✓ **SIMPLE programmes** : one or more PO (from 1 MS)
- ✓ **MULTI programmes** : several POs from several MS + EU organisations
- ✓ **2020 budget:** EUR 191.4 million

### ***Commission initiatives :***

- ✓ Information & promotion measures:
  - ❖ High-level missions (HLM)
  - ❖ Participation in trade fairs
  - ❖ Own campaigns
- ✓ Technical support services (CHAFFEA)
- ✓ **2020 budget:** EUR 9.5 million

## Annual Work Programme 2020 Budget evolution

**Increased budget** for the promotion policy



**Breakdown** for the **2020 budget** of EUR 200.9 million:

- EUR 100 million for simple programmes
- EUR 91,4 million for multi programmes
- EUR 9,5 million for Commission's own initiatives

## Promotion policy: cofinancing rates for the promotion programmes



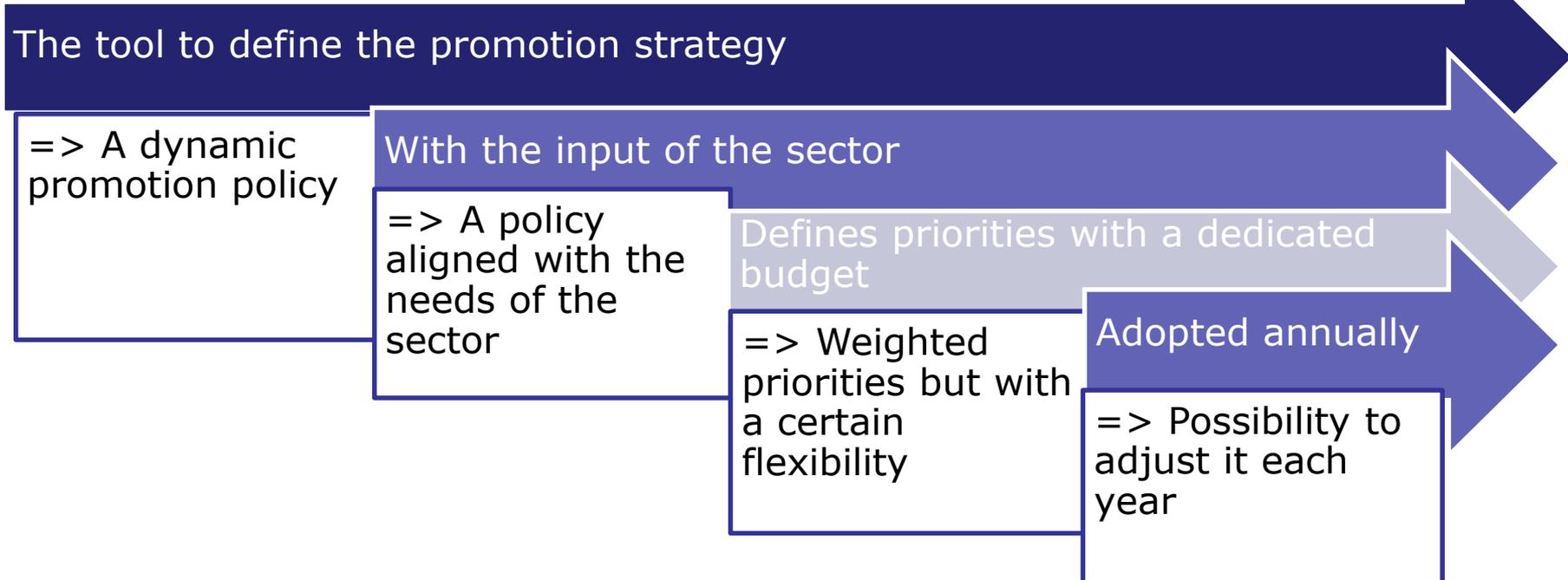
- ✓ Beneficiary cofinancing
- ✓ EU cofinancing rates :

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

+ 5% for MS under financial assistance

## **II. Annual Work Programme**

## What is 'Annual work programme' ?





## AWP 2020, Simple programmes

<b>SIMPLE PROGRAMMES</b>	<b>in million EUR</b>	<b>100</b>
<b>Simple programmes in the Internal market</b>		<b>20</b>
<b>Topic 1.</b> Programmes on EU quality schemes (organic, GIs, Outermost Regions logo)		12
<b>Topic 2.</b> Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare...) and the characteristics of EU products in terms of quality, taste, diversity or traditions (=outside EU quality schemes)		8
<b>Simple programmes in Third Countries</b>		<b>75</b>
<b>Topic 3.</b> China, Japan, Korea, South East Asia, Southern Asia		27.5
<b>Topic 4.</b> Canada, USA, Mexico		20
<b>Topic 5.</b> Other geographical areas		22.5
<b>Topic 6.</b> Information provision and promotion programmes on beef and/or veal targeting any third country(ies)		5
Simple programmes for market disturbance/additional call for proposals		<b>5</b>



## AWP 2020, Multi programmes

	million EUR
<b>MULTI PROGRAMMES</b>	<b>91.4</b>
<b>Multi programmes in the internal market</b>	<b>43</b>
<b>Topic A.</b> Programmes on EU quality schemes (organic, GIs, Outermost Regions logo) OR Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare...) and the characteristics of EU products in terms of quality, taste, diversity or traditions	35
<b>Topic B.</b> 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 practice	8
<b>Multi programmes in third countries</b>	<b>43.4</b>
<b>Topic C.</b> Programmes on EU quality schemes (organic, GIs, 'Outermost Regions' logo) OR Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare...) and the characteristics of EU products in terms of quality, taste, diversity or traditions.	43.4
Multi programmes for <b>market disturbance</b> /additional call for proposals	<b>5</b>

## **III. Examples - Programmes**

# European Poultry

<https://www.europeanpoultry.eu>



The heart of Europe,  
**THE HEART  
OF POULTRY**

The world  European poultry. And for good reason: rigorously controlled from feed to fork, and in accordance with local standards, it is a healthy and obvious alternative for your current imported meat. From the heart of Europe, the Belgian poultry-meat suppliers offer you the unique combination of modern craftsmanship, solid quality assurance, and customized service.

European poultry.  
A trustworthy alternative.



**BELGIUM,  
POULTRY SPECIALIST  
IN THE  OF EUROPE**

Target countries: Philippines, Singapore & Vietnam

Duration: 2 years

Total cost: € 745 642



European  
Commission

# European Poultry

<https://www.europeanpoultry.eu>



## Events: where to meet the European poultry sector?

Meet the Belgian poultry meat suppliers at one of the following trade fairs.

### CONTACT DAYS Philippines

B2B meetings organized by Flanders Investment & Trade

27 - 31 MARCH 2017 MANILA  
AND CEBU, THE PHILIPPINES

AYALA CENTER MAKATI  
(MANILA) - HOTEL RADISSON  
BLU (CEBU)

### FOOD&HOTEL Vietnam

The premier international food and hospitality industry event  
for Vietnam and beyond

25 - 27 APRIL 2017 HO CHI  
MINH CITY, VIETNAM

HALL A STAND AH4-07

### FOOD&HOTEL Asia - Singapore 2018

The largest international food tradeshow in Asia

24 - 27 APRIL 2018  
SINGAPORE EXPO HALL 9;  
BOOTH 9G4-01

HALL 9 SUNTEC SINGAPORE

### WOFEX 2018

WORLD FOOD EXPO

1 - 4 AGUST 2018 MANILA,  
THE PHILIPPINES

SMX CONVENTION CENTER  
BOOTH NO. 502

# Turkey from Europe

<http://wingsofquality.eu/?lang=en>



**TURKEY FROM EUROPE**  
Under the Wings of Quality

HOME PAGE CONTACT EN

## INDYK?

## MNIEJ ZNACZY WIĘCEJ

Mięso z indyka ma **MAŁO** tłuszczów nasyconych, a **DUŻO** białka. Przygotowanie go wymaga **MNIEJ** zachodu, a wydobędziesz z niego **WIĘCEJ** smaku.



**Duration: 3 years**

**Total: € 1 500 000**

**Target markets:**  
Poland, Germany,  
Czechia

**DLACZEGO MIĘSO Z INDYKA?**

Jest pyszne i pełne składników mineralnych.



## **III. Examples – Own initiatives**



CIIE 2018





# Meet our Food Explorers and follow their food exploration journey

Join six foodies from the Kingdom of Saudi Arabia and the United Arab Emirates as they set off on a journey to discover Europe's unique food and drinks. On their travels, they will experience the wide variety of tastes that the European Union has to offer and learn more about how Europe ensures the authenticity, quality and safety of its food and drinks, which are among the best in the world.

MEET OUR FOOD EXPLORERS



We use cookies to facilitate the functioning of our website.

By clicking any link on this page you are giving your consent for us to set cookies. [More info](#)

OK, I agree

No, thanks

<https://ec.europa.eu/chafea/agri/>



The screenshot shows the CHAFEA website interface. At the top, there is a search bar and navigation links like 'Legal notice', 'Cookies', 'Contact on Europa', and 'Search on Europa'. The main header includes the CHAFEA logo and the text 'Promotion of agricultural products'. Below this is a navigation menu with options: 'NEWSROOM & EVENTS', 'ENTER NEW MARKETS', 'FUNDING OPPORTUNITIES', 'CAMPAIGNS', 'GET CONNECTED', and 'REGISTER/SIGN IN'. There are also social media icons for Facebook, Twitter, LinkedIn, and RSS.

The main content area features a large banner for 'FUNDING OPPORTUNITIES' with the text: 'Find all you need to apply for co-funding to promote your agri-food products.' and a 'LEARN MORE' button. The banner includes an illustration of a watering can and a tractor. To the right, there is a 'ENJOY IT'S FROM EUROPE' logo with the European flag.

Below the banner are four main sections:

- EXPLORE FUNDING OPPORTUNITIES**: Learn more about available funding, eligibility criteria and application procedures.
- ENTER NEW MARKETS**: Information on markets, exporting procedures, intellectual property rights and more.
- FIND A PROJECT PARTNER**: Search for relevant partner organisations to submit a joint application for funding.
- WHY REGISTER?**: Register to access additional information and tools:
  - Market reports
  - Project partner search tool

The bottom of the screenshot shows a Windows taskbar with the system clock at 08:33 on 20/11/2017.

<https://ec.europa.eu/chafea/agri/funding-opportunities/eligibility/check-tool>

# Eligibility checker

**1. My organization is established in one of the Member States of the European Union \***

Yes

No

# Find partners:

## <https://ec.europa.eu/chafea/agri/get-connected>

## Get connected

To receive funding under the calls for Multi programmes for the promotion of agricultural products, unless you are an EU level organisation, you will need to submit a joint application, together with organisations from at least one other EU Member State. If you are interested in the calls for Simple programmes, you may also wish to find partners in your own country. Use the tool below to identify relevant partners (you must have registered with the website to do this).

### What are the benefits of connecting with other partners?

Having partners will open up funding opportunities: applications under the calls for multi programmes must be submitted by at least two proposing organisations from at least two EU Member States. Working with partners will also help you gain new valuable experience, make beneficial contacts for the future and increase your own organisation's visibility.



Use the search to identify relevant partner organisations. Alternatively, if you [register](#), you may browse the 'Cooperation profiles' created by individual organisations, which include programme's product details and target countries. Clicking on a profile will take you to the partner's page, containing the partners' needs, quick facts and contact information.

**FIND PARTNERS**

(  registered users only)

## Campaigns map and statistics:

<https://ec.europa.eu/chafea/agri/campaigns/map-and-statistics-target-countries>



# FAQ

<https://ec.europa.eu/chafea/agri/faq.html>

Find your answers in the  
**FREQUENTLY ASKED  
QUESTIONS**



1. Main rules of the basic act, delegated and implementing acts

2. Application, Selection and Management of programmes

3. Annual Work Programme for 2018

## 1.1. Introduction and definitions

[1.1.1 What is a promotion programme?](#)

[1.1.2 Why was the promotion policy reformed in 2014?](#)

[1.1.3 What are the main changes compared to the previous system?](#)

[1.1.4 The rules concerning the promotion aid scheme are in 4 different legislative texts, where could I find a more user-friendly compilation of the rules?](#)

[1.1.5 What is a "simple" promotion programme and what is a "multi" promotion programme?](#)

[1.1.6 What should be the size of a promotion programme in terms of budget?](#)

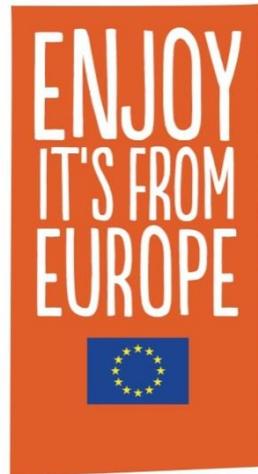
[1.1.7 Can you give examples of successful promotion programmes co-financed by the EU?](#)

## Take away messages

- **Calls for proposals in January: organisations are encouraged to apply!**
- **All info (technical portal, support for exporters, find partners, good practices) at:**  
**<https://ec.europa.eu/chafea/agri/>**
- **Info day Brussels: 30/01/2020**
- **Various Info days in MS**

## Enjoy it's from Europe!

The signature for EU co-funded campaigns



Follow us on social media:  
#EUAgriPromo

<https://ec.europa.eu/chafea/agri/>

[https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/market-measures/promotion-eu-farm-products\\_en](https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/market-measures/promotion-eu-farm-products_en)