

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 (CHAFEA)
- ✓ **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%	80%
External market	80%	80%
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' ?

The tool to define the promotion strategy

=> A dynamic
promotion policy

With the input of the sector

=> A policy
aligned with the
needs of the
sector

Defines priorities with a dedicated
budget

=> Weighted
priorities but with
a certain
flexibility

Adopted annually

=> Possibility to
adjust it each
year



AWP 2020, Simple programmes

SIMPLE PROGRAMMES	in million EUR	100
Simple programmes in the Internal market		20
Topic 1. Programmes on EU quality schemes (organic, GIs, Outermost Regions logo)		12
Topic 2. 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
Simple programmes in Third Countries		75
Topic 3. China, Japan, Korea, South East Asia, Southern Asia		27.5
Topic 4. Canada, USA, Mexico		20
Topic 5. Other geographical areas		22.5
Topic 6. 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		5



AWP 2020, Multi programmes

	million EUR
MULTI PROGRAMMES	91.4
Multi programmes in the internal market	43
Topic A. 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
Topic 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
Multi programmes in third countries	43.4
Topic C. 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 market disturbance /additional call for proposals	5

III. Examples - Programmes

European Poultry

<https://www.europeanpoultry.eu>



Target countries: Philippines, Singapore & Vietnam

Duration: 2 years

Total cost: € 745 642

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>



The screenshot shows the homepage of the 'Turkey from Europe' website. At the top left is the logo 'TURKEY FROM EUROPE Under the Wings of Quality' with three stars. Navigation links 'HOMEPAGE' and 'CONTACT' are in the top center, and a language dropdown 'EN' is on the top right. The main visual is a large image of a grilled turkey breast on a white plate, garnished with cherry tomatoes and parsley. Overlaid on the left side of the image is the text: 'INDYK?' in large brown letters, followed by 'MNIEJ ZNACZY WIĘCEJ' in large yellow letters. Below this, in smaller text, it says: '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.

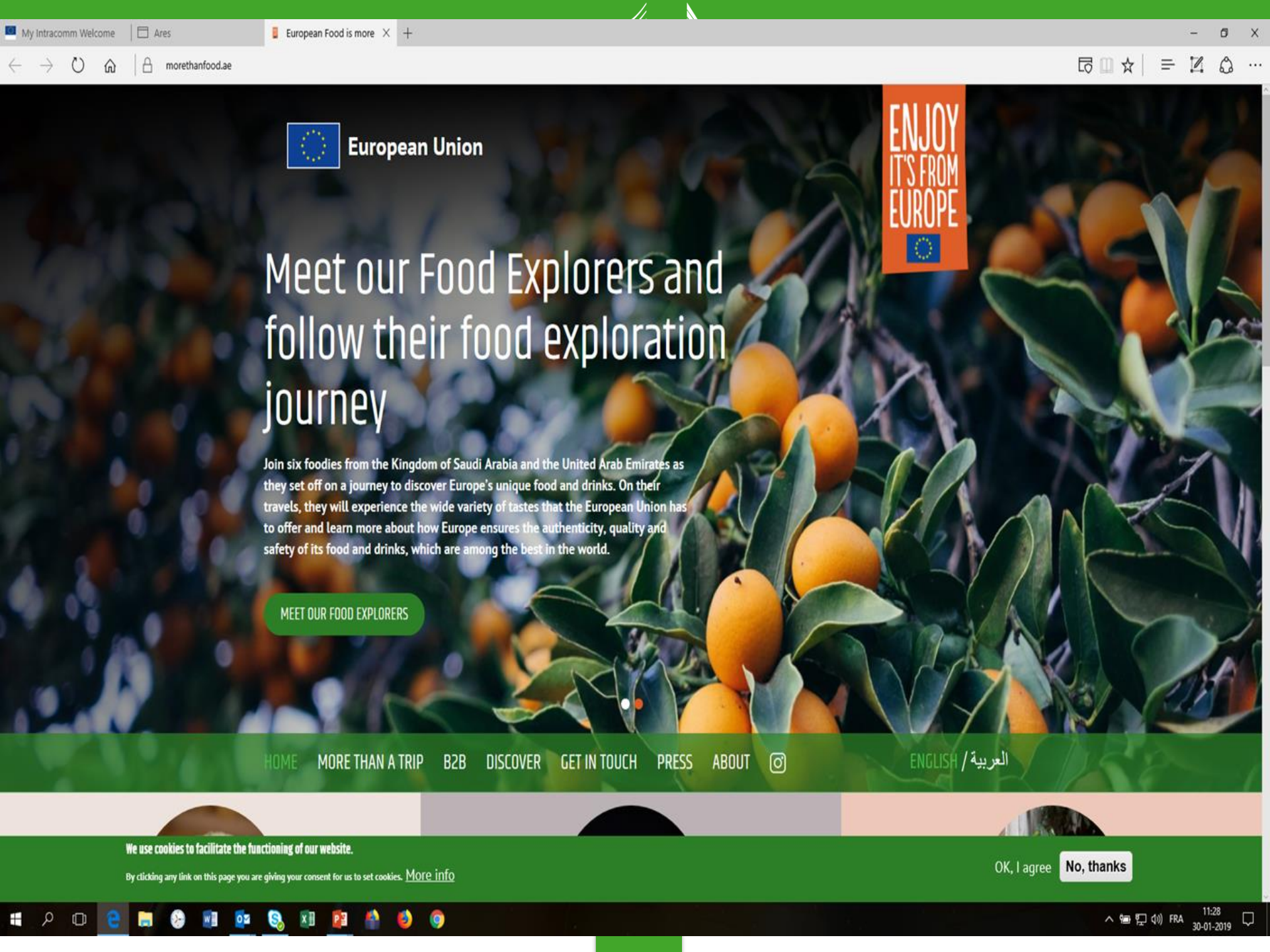


III. Examples – Own initiatives



CIIE 2018





European Union

ENJOY
IT'S FROM
EUROPE



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

HOME

MORE THAN A TRIP

B2B

DISCOVER

GET IN TOUCH

PRESS

ABOUT



ENGLISH / العربية

We use cookies to facilitate the functioning of our website.

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OK, I agree

No, thanks



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



The screenshot shows the CHAFEA website interface. At the top, there's a blue header with the European Commission logo and the text "CHAFEA Promotion of agricultural products". Below this is a navigation bar with links like "NEWSROOM & EVENTS", "ENTER NEW MARKETS", "FUNDING OPPORTUNITIES", "CAMPAIGNS", "GET CONNECTED", and "REGISTER/SIGN IN". A search bar is also present. The main content area features a large banner titled "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. To the right of the banner is a graphic of a watering can pouring coins onto plants, with a sign that says "ENJOY IT'S FROM EUROPE". Below the banner are four columns with icons and titles: "EXPLORE FUNDING OPPORTUNITIES" (Euro symbol), "ENTER NEW MARKETS" (Globe), "FIND A PROJECT PARTNER" (Lightbulb), and "WHY REGISTER?" (Lock). Each column has a brief description of the service. The bottom of the page shows a Windows taskbar with the date 20/11/2017 and time 08:33.

CHAFEA
Promotion of agricultural products

EUROPA > European Commission > Chafea > Promotion of agricultural products

REGISTER/SIGN IN

FUNDING OPPORTUNITIES

Find all you need to apply for co-funding to promote your agri-food products.

LEARN MORE

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

<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