



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate F. Outreach, Research and Geographical Indications  
**The Director**

Brussels  
AGRI.DDG1.B/NSV

## **AGENDA - updated**

### **«CDG QUALITY AND PROMOTION »**

**via Videoconference (Webex<sup>1</sup>)**

**on 1 April 2022 from 10:00 to 16:30**

#### **PROMOTION 10:00-12:00**

1. **Revision of the Promotion Policy**  
State of play
2. **Selection Decision 2021**  
State of play on uptake
3. **AWP 2023**  
Opportunity to present to the CDG members' contributions to the consultation on the 2023 AWP
4. **Commission own initiative programmes**  
2021 Debriefing Commission own initiatives; 2022 Commission Own Initiatives

#### **AOB**

1. Exchange of views on the sustainability criteria for AWP 2022
2. Promotion programme covering Ukraine, Belarus, Russia and beyond: impact of geopolitical situation
3. Promotion programmes in China
4. Requirements for crisis calls in AWP 2022

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<sup>1</sup> This meeting is organised with the WebEx platform. More information is available in the Register of the Data Protection Officer under the Record of Processing DPR-EC-05006.1, Service de Web Conference (Webex).

## QUALITY 14:30-16:30

1. **Revision of geographical indications**, notably sustainability and producer groups
2. Update on the initiatives related to the **Farm to Fork Strategy** and **links with food security issues**
3. State of play of the **revision of marketing standard**
4. State of play of the initiatives on **food labelling** (front of pack nutrition, origin and wine labelling)
5. AOB

*Please send us your AOB questions in due time before the meeting (e-mail:*  
[AGRI-PROMOTION@ec.europa.eu](mailto:AGRI-PROMOTION@ec.europa.eu) or [AGRI-GEOGRAPHICAL-INDICATIONS@ec.europa.eu](mailto:AGRI-GEOGRAPHICAL-INDICATIONS@ec.europa.eu))