



Annual work programme 2024 EU promotion policy

CDG – CIVIL DIALOGUE GROUP QUALITY AND PROMOTION

8 November 2023

DG Agriculture and Rural Development

What is an 'annual work programme' (AWP) ?

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

Budget

Available budget for 2024 AWP is EUR 185.9 million in total (the same as in 2023)

Out of which:

- EUR 92 million for "simple" promotion programmes (+ €3 million than in 2023)
- EUR 84,4 million for "multi" promotion programmes (- €3 million than in 2023)
- EUR 9.5 million for Commission's own initiatives (same as in 2023)

How did we prepare the AWP 2024 priorities?

- The objectives of the Regulation (Regulation EU No 1144/2014)
- Coherence with EU policy priorities (notably the CAP, 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)

Budget simple programmes

SIMPLE PROGRAMMES	2023	2024
	89	92
Simple programmes in the Internal market	41,1	41,1
AGRIP-SIMPLE-2024-IM-CHARACTERISTICS	5	5
AGRIP-SIMPLE-2024-IM-EU-QS	7	7
AGRIP-SIMPLE-2024-IM-FRESH-FV	9,1	9,1
AGRIP-SIMPLE-2024-IM-ORGANIC	14	14
AGRIP-SIMPLE-2024-IM-SUSTAINABLE	6	6
Simple programmes in Third Countries	42,9	45,9
AGRIP-SIMPLE-2024-TC-AMERICAS	9,3	9,3
AGRIP-SIMPLE-2024-TC-ASIA	16,3	16,3
AGRIP-SIMPLE-2024-TC-OTHERS	12,3	15,3
AGRIP-SIMPLE-2024-TC-ORG-SUST	5	5
Simple programmes for market disturbance/additional call for proposals	5	5

Budget multi programmes

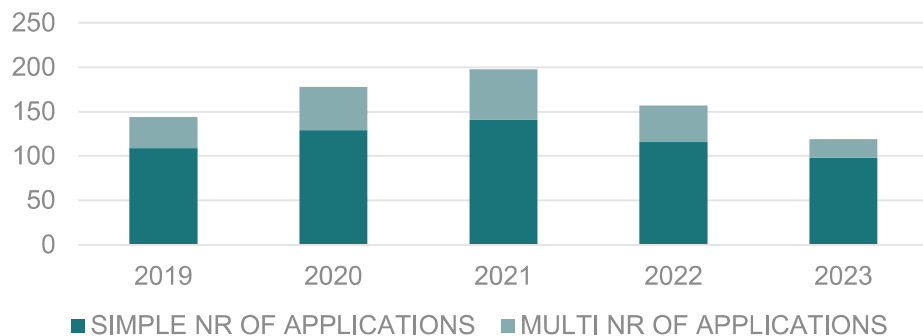
MULTI PROGRAMMES	2023	2024	
	87,4	84,4	
Multi programmes in the internal market	42,2	40,2	
AGRIP-MULTI-2024-IM	4,2	4,2	
AGRIP-MULTI-2024-IM-FRESH-FV	10	9	↓
AGRIP-MULTI-2024-IM-ORGANIC	14	13	↓
AGRIP-MULTI-2024-IM-SUSTAINABLE	14	14	
Multi programmes in third countries	40,2	39,2	
AGRIP-MULTI-2024-TC-ALL	29,2	29,2	
AGRIP-MULTI-2024-TC-ORG-SUST	11	10	↓
Multi programmes for market disturbance/additional call for proposals	5	5	

Procedure – Timetable for 2024 AWP

- Member States contributions
- On 06/10/2023: discussion in the CMO Committee
- On 25/10/2023: vote in the CMO Committee
- **November 2023: Adoption by the Commission**
- January 2024: Publication of the calls for proposals

Overall evolution of the annual AGRIP Call applications since 2019

SIMPLE and MULTI number of applications



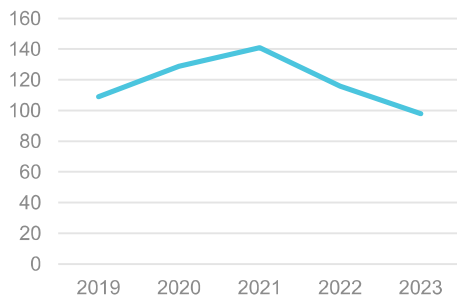
Inflection point starting the decline in overall number of applications from 2021.

Decline more accentuated in applications for MULTI programmes than SIMPLE programmes. But both are declining.

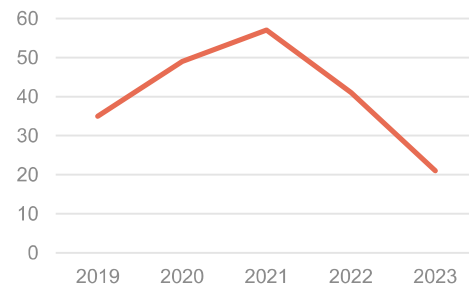
Between 2019 and 2023:

- Total Number of applications 144 to 119 (- 17.4%)
- SIMPLE nr of applications 109 to 98 (- 10.1%)
- MULTI nr of applications 35 to 21 (- 40%)

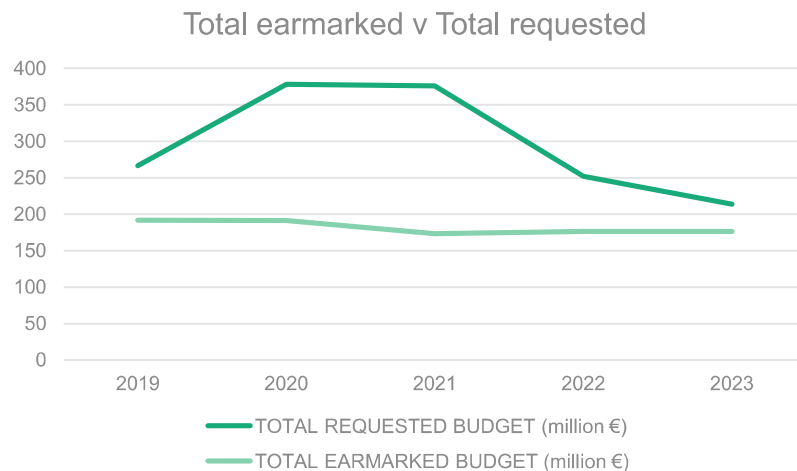
SIMPLE NR OF APPLICATIONS



MULTI NR OF APPLICATIONS

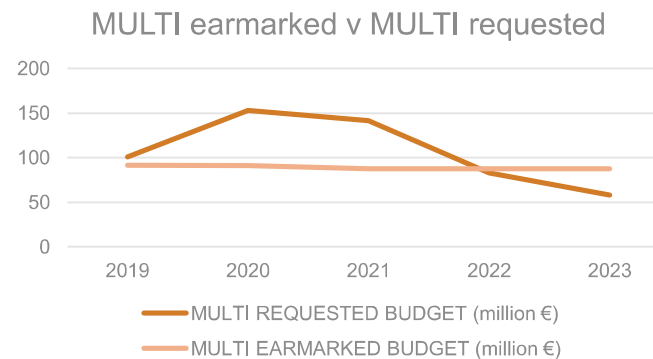
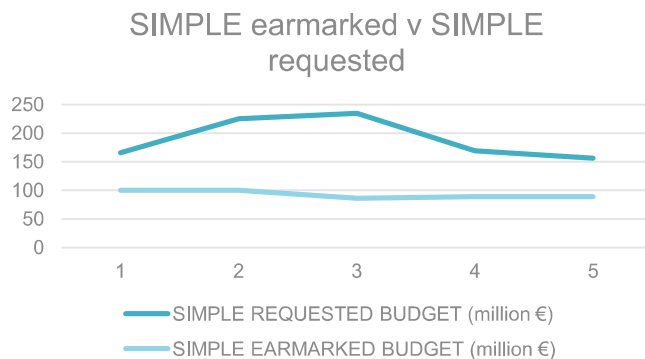


Comparison earmarked budget vs requested budget of the annual AGRIP Calls since 2019



In 2022 and 2023 a higher budget was earmarked for MULTI programmes than was requested by applicants to the MULTI calls.

For SIMPLE programmes, since 2019 the earmarked budget has been consistently lower than the budget requested by the applicants.



Impacts of the decline in applications to the AGRIP calls since 2021

The annual work program flexibility clause (Article 4) did not permit shifts of unused budget between SIMPLE and MULTI. Only shifts within the MULTI budget line (Grants – Own Initiatives) were allowed.

The unused budget for MULTI programmes is partially absorbed by the “Commission’s own initiatives” activities (up to 20% of the annual earmarked MULTI budget).

Approximately € 60 million have been un-used in 2022 and 2023, of which approximately € 38 million have been re-allocated to the “Commission’s own initiatives” activities.

Main factors influencing the decline in applications

- 1. OPERATIONAL FACTORS:** The saturation / lack of operational capacity of some eligible applicant organisations currently implementing programmes. Those organisations decide not to apply until they complete implementation of ongoing programmes. In some case the suspensions of programmes because of COVID delayed implementation.
- 2. LEGAL REQUIREMENTS:** The application of Article 1 (4) of Delegated Regulation (EU) 2015/1829 (**Continuations' rule**) limits organisations applying to **promote the same product(s) in the same target market(s) on more than 2 consecutive occasions** (even if they have operational capacity available).
- 3. ELIGIBILITY CONDITIONS FOR SOME SECTORS:** Uncertainty over the eligibility and selection criteria which were driven in part by (a) the representativeness requirements (mainly raised by the organic sector) and (b) activities related to the review of the policy (higher perceived risk of not being eligible or not being selected for organisations in the livestock sector and alcoholic beverages).

Main factors influencing the decline in applications

3. OTHER PROVISIONS OF THE REGULATORY FRAMEWORK:

3.1. **Limited pool of eligible proposing organisations** under the current regulation which defines the type of organisations that can apply. Often small organisations lacking sufficient administrative and financial resources to apply for and implement large-scale promotion programmes.

3.2. The current **definition of eligible products** under the current legislation that determine which products can be promoted has not taken into account the emergence of new EU origin plant-based products.

3.2. **Limited incentives to apply for MULTI programmes** (vs. SIMPLE programmes). The incentive is mainly a higher co-funding rate, but the risks involved (joint liability) and resources required are higher in MULTI applications. A significant investment is required to create / coordinate a consortium with different organisations from different Member States without guarantees that the application will be successful.

Thank you



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