



# Preparation of 2025 annual work programme

CDG – CIVIL DIALOGUE GROUP QUALITY AND PROMOTION

25 JUNE 2024

*DG Agriculture and Rural Development*

# DISCLAIMER

- This presentation has been prepared by DG AGRI in order to facilitate the discussion in the Civil Dialogue Group Quality and Promotion
- The draft annual work programme has not yet been validated internally and may be subject to change

# What is an 'annual work programme' ?

- sets out the priorities and the corresponding budgets
- is the legal basis for financing promotion measures
- includes arrangements for the case of market disturbance, loss of consumer confidence or other specific problems

# Budget

Available budget for 2025 AWP is EUR 92 million (in comparison with 185.9 million in 2024)

Out of which:

- EUR 92 million for simple promotion programs (same as in 2024)
- It is currently not possible to indicate an amount to be allocated to multi promotion programmes (EUR 84,4 million in 2024), to Commission own-initiatives (EUR 9 million in 2024) and to other actions or expenditure (EUR 0,5 million in 2024).
- If later in the year, additional budget becomes available for multi programmes and/or own initiatives and/or for other actions or expenditure, an amendment of the AWP 2025 will be proposed for adoption accordingly.

# How did we draft the AWP 2025 priorities?

- The revision of the multi-annual financial framework 2021-2027, endorsed by the European Council on 1 February 2024
- 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)

# Simple programmes

<b>SIMPLE PROGRAMMES</b>	2024	2025
	<b>92</b>	<b>92</b>
<b>Simple programmes in the Internal market</b>	41,1	39,1
AGRIP-SIMPLE-2025-IM-CHARACTERISTICS	5	5
AGRIP-SIMPLE-2025-IM-EU-QS	7	9
AGRIP-SIMPLE-2025-IM-FRESH-FV	9,1	9,1
AGRIP-SIMPLE-2025-IM-ORGANIC	14	10
AGRIP-SIMPLE-2025-IM-SUSTAINABLE	6	6
<b>Simple programmes in Third Countries</b>	45,9	47,9
AGRIP-SIMPLE-2025-TC-AMERICAS	9,3	9,3
AGRIP-SIMPLE-2025-TC-ASIA	16,3	16,3
AGRIP-SIMPLE-2025-TC-OTHERS	15,3	17,3
AGRIP-SIMPLE-2025-TC-ORG-SUST	5	5
<b>Simple programmes for market disturbance/additional call for proposals</b>	5	5

# Multi programmes

<b>MULTI PROGRAMMES</b>	2024	2025
	84,4	0
<b>Multi programmes in the internal market</b>	40,2	0
AGRIP-MULTI-2025-IM	4,2	0
AGRIP-MULTI-2025-IM-FRESH-FV	9	0
AGRIP-MULTI-2025-IM-ORGANIC	13	0
AGRIP-MULTI-2025-IM-SUSTAINABLE	14	0
<b>Multi programmes in third countries</b>	39,2	0
AGRIP-MULTI-2025-TC-ALL	29,2	0
AGRIP-MULTI-2025-TC-ORG-SUST	10	0
<b>Multi programmes for market disturbance/additional call for proposals</b>	5	0

# Procedure – Timetable for 2025 AWP

- Member States contributions by **COB Monday 15/07/2024** to be sent to [AGRI-PROMOTION@ec.europa.eu](mailto:AGRI-PROMOTION@ec.europa.eu)
- 30/09/2024: Discussion in the CMO Committee
- 24/10/2024: Vote in the CMO Committee
- November 2024: Adoption by the Commission
- If additional budget becomes available later in the year, an amendment of the AWP 2025 will be proposed for adoption before the end of the year to provide for multi programmes and/or own initiatives and/or for other actions or expenditure
- January 2025: Publication of the calls for proposals



# Thank you



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