



ANNUAL WORK PROGRAMME PROMOTION 2017

*Agriculture
and Rural
Development*

AWP 2017

a working group

Stakeholders

MANCOM promo

CDG Promo

AWP
2017



**AWP
2017**

***Most important
comments:***

**For simple programmes
more money to**

- internal market promotion
- Information & promotion programmes for agricultural methods and the characteristics of European agricultural and food products
- dairy and pork

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New elements

AWP 2017 | some new elements

- 4 geographical regions (from 10 merged into 4)
- **Total Budget:** 142.5 M€(133M€ for proposals +9,5M€ own campaigns)
- Programmes **increasing the awareness** of Union **sustainable agriculture** and the role of the agri-food sector for **climate action**:
 - 15.05 EUR million internal market only
 - Not for organic production methods

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10 geographical regions

1. Africa
2. North America
3. Central, South America & Caribbean
4. Middle East and Turkey
5. China and Taiwan
6. Japan and Korea
7. India and South East Asia
8. Eastern Europa and Central Asia
9. Oceania
10. EFTA+neighbourhood



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4 geographical regions

1. China/Japan/Korea, Taiwan, SE Asia, Indian subcontinent
2. USA/Canada/Mexico
3. Africa, Middle East and Turkey
4. Other geographical areas:
 - Central-South America, Caribbean
 - Eastern Europe and central Asia
 - Oceania, EFTA, neighbourhood

AWP 2017 | some new elements

Information and promotion programmes on **beef products** targeting any third country:

- Under Simple programmes
- Only in third countries
- 4 EUR million



AWP 2017 | some new elements

- **Serious market disturbance, loss of consumer confidence or other specific problems**
- **additional call for proposals via simple programmes**
- 4.5 EUR Mio
- Aim: to restore normal market conditions asap
- Market disturbance should have an **European dimension & the programme as well** (not MS dimension)
- Only for **single** programmes (faster than MULTI)
- Open to all agriculture products
- Decision to be taken by COM beginning of 2017 (specific product)
- If not used, budget shall be reallocated **under topic 7 (dairy and pig meat)**

AWP 2017 | Indicative share of budget

	%	Mio EUR
SIMPLE PROGRAMMES in Internal Market	25%	22.5
TOPIC 1. Quality Schemes	55%	12.375
TOPIC 2. Generic	45%	10.125
SIMPLE PROGRAMMES in Third Countries	70%	63
TOPIC 3. China, Japan, South Korea, Taiwan, South East Asia, India	23.4%	14.75
TOPIC 4. USA Canada Mexico	18.4%	11.6
TOPIC 5. Africa, Middle East and Turkey	13.4%	8.45
TOPIC 6. Other Regions	18.4%	11.6
TOPIC 7. Dairy and Pigeat	20%	12.6
TOPIC 8. Beef	6.3%	4
Market disturbance/additional call for proposals	5%	4.5
Total SIMPLE	100%	90
MULTI PROGRAMMES	%	Mio EUR
TOPIC A. Programmes increasing the awareness of sustainable agriculture and the role of agriculture for climate action on the internal market.	35%	15.05
TOPIC B. Information on EU quality schemes (IM/TC)	35%	15.05
TOPIC C. Programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products (IM/TC)	30%	12.9
Total MULTI	100%	43
TOTAL SIMPLE and MULTI PROGRAMMES 2017		133
Commission own initiatives		9.5
TOTAL PROMOTION PROGRAMMES 2017		142.5