



Annual Work Programme 2020

CDG QUALITY & PROMOTION
6 December 2019

DG Agriculture and Rural Development
European Commission



Annual work programme

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

2020 AWP chronology

- Consultations – drafting
- 21 June 2016: CMO Committee
- 02 July 2019: Civil Dialogue Group
- 25 October 2019: Vote in the Committee
- November 2019: Adoption by the Commission
- January 2020: Publication of the calls for proposals

Consultations - drafting of AWP 2020

- The objectives of the Regulation itself: (i) increase the number of activities aimed at third countries where there is the highest potential of growth and (ii) in the internal market, inform consumers about the high standards of EU products, notably the EU quality logos
- 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 (FoodDrinkEurope, AREPO, ASSITOL, Europatat, IFOAM, ASEMESA, Freshfel, Union Fleurs and StarchEurope)
- Contributions from Member States: ES, AT, FR, BE, NL, DK, LV and PL
- Results of previous calls and HLM



2020 Budget

Available budget for 2020 AWP is EUR 200.9* million in total, out of which:

- EUR 100 million for "simple" promotion programmes
- EUR 91.4* million for "multi" promotion programmes
- EUR 9.5 million for Commission's own initiatives

* EUR 200.000 less than presented on the CDG's meeting on 2 July 2019

Annex I: Simple programmes

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

Annex I: Multi programmes

	million EUR
MULTI PROGRAMMES	91.4
Multi programmes in the internal market	43
<u>Topic A.</u> 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
<u>Topic B.</u> 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
<u>Topic C.</u> 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

Annex I: Commission own initiatives

Budget: EUR 9.500.000

- Promotion events in third countries
- Technical support services
- Information provision and promotion measures in the event of a serious market disturbance, loss of consumer confidence or other specific problems
- Experts

Annex II & III

- Eligibility, exclusion, selection and award criteria
 - Grants to be awarded to the highest scoring proposals up to the available budget
- Criteria for reallocation of foreseen amounts

Thank you for your attention!