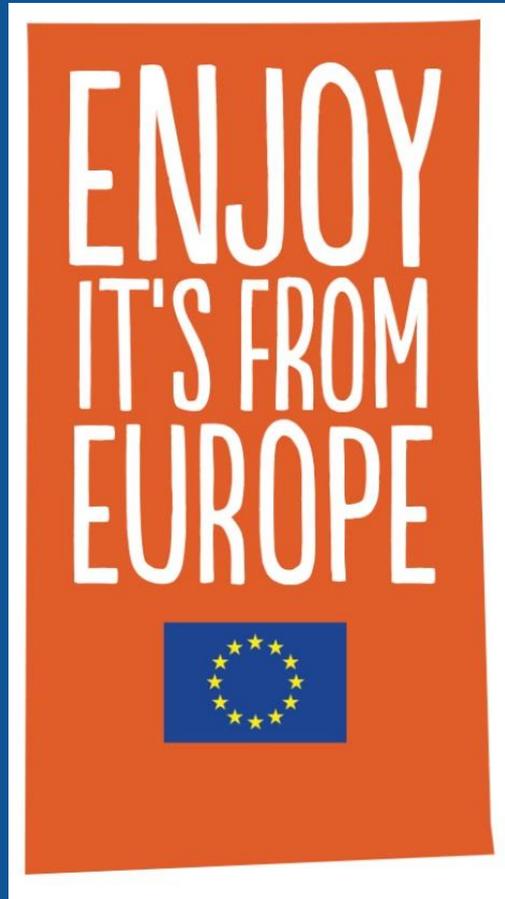




European  
Commission



## **2019 calls for proposals – simple promotion programmes**

**CDG QUALITY & PROMOTION**

**6 December 2019**

## Structure of the presentation

- 1) Submission statistics
- 2) Evaluation of the proposals for simple programmes
- 3) Evaluation statistics
- 4) Commission Implementing Decision

## Submission statistics

Number of proposals, requested grant and comparison with the available budget

Topic	Number of submitted proposals	Total of requested grants (EUR)	Available budget (EUR)	Ratio of requested / available
SIMPLE-01-2019 Union quality schemes	28	38,103,775	12,000,000	318%
SIMPLE-02-2019 European agri-food products	13	16,949,368	8,000,000	212%
SIMPLE-03-2019 Asia	27	48,470,734	25,250,000	192%
SIMPLE-04-2019 CAN, USA, MEX, COL	16	25,123,577	22,000,000	114%
SIMPLE-05-2019 Other geo areas	24	34,557,074	25,250,000	137%
SIMPLE-06-2019 Table olives	1	2,488,874	2,500,000	100%
Total	109	165,693,403	100,000,000	166%

## Submission statistics

### Number of proposals and requested grant by Member State

Member State	Number of submitted proposals	Total budget of proposals (EUR)	Total of requested grants (EUR)	Ratio of requested grant / total requested grants
Austria	5	5,310,562	3,791,848	2.3%
Belgium	7	11,630,878	9,074,290	5.5%
Czech Republic	1	4,535,704	3,174,993	1.9%
Denmark	1	4,337,197	3,469,758	2.1%
Finland	1	1,383,668	968,567	0.6%
France	15	29,773,282	20,732,015	12.6%
Germany	3	7,946,066	5,377,012	3.3%
Greece	12	21,727,028	16,575,026	10.1%
Ireland	4	13,652,354	10,629,101	6.5%
Italy	24	51,596,576	39,698,529	24.1%
Latvia	1	3,320,164	2,656,131	1.6%
Lithuania	2	5,236,743	4,189,394	2.5%
Netherlands	4	7,702,721	6,162,177	3.7%
Poland	7	19,803,883	15,792,465	9.6%
Portugal	1	456,413	365,131	0.2%
Romania	4	5,521,744	4,018,367	2.4%
Slovenia	7	4,641,605	3,410,713	2.1%
Spain	10	21,545,770	15,607,885	9.5%
<b>TOTAL</b>	<b>109</b>	<b>220,122,357</b>	<b>165,693,403</b>	<b>100%</b>

## Submission statistics

### Number of proposals by product sector and budget requested

Product	Number of proposals covering the product	Requested budget (EUR)	Share of total requested budget
Basket of products	32	44,133,374	26.6%
Beverages made from plant extracts	1	1,167,870	0.7%
Bread, pastry, cakes, confectionery, biscuits and other baker's wares	2	1,085,118	0.7%
Cheese & dairy products	10	18,594,897	11.2%
Cut flowers and plants, bulbs roots and live plants	1	1,557,200	0.9%
Fruit & vegetables, including:	21	36,080,367	21.8%
Fruit (fresh or dried)	9	17,484,271	10.6%
Fruit & vegetables (fresh, chilled and dried)	4	7,761,292	4.7%
Fruit & vegetables (fresh, chilled and dried) and preparations of vegetables, fruit or nuts (incl. table olives)	1	2,124,314	1.3%
Preparations of vegetables, fruit or nuts (incl. table olives)	5	7,646,768	4.6%
Vegetables (fresh, chilled and dried) excl. sweetcorn	2	1,063,722	0.6%
Eggs	1	316,748	0.2%
Honey and beekeeping products	3	1,305,951	0.8%
Meat, including:	27	38,820,028	23.4%
Bovine meat (fresh, chilled and frozen)	5	5,609,921	3.4%
Bovine and pork meat (fresh, chilled and frozen)	1	1,499,215	0.9%
Bovine, sheep and goat meat (fresh, chilled and frozen)	1	4,317,306	2.6%
Meat preparations	13	17,088,628	10.3%
Pork meat (fresh, chilled and frozen)	2	2,822,837	1.7%
Pork and poultry meat (fresh, chilled and frozen)	1	3,057,105	1.8%
Poultry meat (fresh, chilled and frozen)	3	4,003,756	2.4%
Sheep and goat meat (fresh, chilled and frozen)	1	421,260	0.3%
Olive oil	2	5,939,999	3.6%
Other eligible products	2	3,383,456	2.0%
Spirits, liqueurs and vermouth	4	6,437,457	3.9%
Vegetable oils other than olive oils	1	679,880	0.4%
Wine, cider and vinegar	2	6,191,060	3.7%

## Evaluation of the proposals for simple programmes

CHAFEA entrusted with the evaluation of proposals

- Admissibility check
- Eligibility check
- Operational and financial capacity checks
- Evaluation
- Agency's call ranked lists

## Evaluation statistics

Proposal status	Number of proposals	Ratio of all submitted proposals
Accepted	56	51%
Reserve list	17	16%
Rejected - below threshold	31	28%
Rejected - ineligible	5	5%
Total	109	100%

## Evaluation statistics

Number of accepted proposals by topic, requested grant and consumption of indicative budget per topic

Topic	Number of accepted proposals	Requested grant (EUR)	Available budget (EUR)	Share of available budget spent
SIMPLE-01-2019 Union quality schemes	8	13,771,173	12,000,000	115%
SIMPLE-02-2019 European agri-food products	5	7,729,070	8,000,000	97%
SIMPLE-03-2019 Asia	15	28,530,328	25,250,000	113%
SIMPLE-04-2019 CAN, USA, MEX, COL	12	18,749,011	22,000,000	85%
SIMPLE-05-2019 Other geo areas	15	27.447.175	25.250.000	109%
SIMPLE-06-2019 Table olives	1	2.488.874	2.500.000	100%
<b>Total</b>	<b>56</b>	<b>98,715,631</b>	<b>100,000,000*</b>	<b>100%</b>

\* Includes EUR 5 million earmarked for actions in case of serious market disturbance, loss of consumer confidence or other specific problems

## Evaluation statistics

### Approved proposals by Member State

Country	Number of COORDINATORS	Number of PARTNERS	Total
Belgium	6	-	6
Denmark	1	-	1
Finland	1	-	1
France	6	2	8
Germany	1	-	1
Greece	8	-	8
Ireland	1	-	1
Italy	17	13	30
Latvia	1	-	1
Lithuania	2	-	2
Netherlands	1	-	1
Poland	3	-	3
Slovenia	2	-	2
Spain	6	-	6
Total	56	15	71

## Evaluation statistics

Number of applicants in accepted proposals by type of proposing organisation

Type of proposing organisation	Number of applicants (coordinators + partners)
Agri-food sector body	11
Trade or inter-trade organisation	25
Producer association	35
Total	71

## Evaluation statistics

### Target markets of accepted proposals

Target market	Number of proposals	Ratio of all accepted proposals	Requested grants (EUR)	Ratio of total spent budget
INTERNAL MARKET	13	23%	21,500,243	22%
THIRD COUNTRIES	43	77%	77,215,388	78%

## Evaluation statistics

### Target markets of accepted proposals - IM

Target country	Number of accepted proposals
Austria	1
Belgium	2
Czechia	1
Denmark	2
Finland	1
France	1
Germany	3
Greece	1
Italy	5
Netherlands	2
Romania	1
Spain	4
Sweden	1
UK	1

## Evaluation statistics

### Target markets of accepted proposals - TC

Target country	Number of accepted proposals	Target country	Number of accepted proposals
Argentina	1	Macau	1
Azerbaijan	1	Mexico	3
Belarus	1	Norway	1
Bolivia	1	Peru	1
Brazil	1	Philippines	1
Canada	6	Qatar	1
China	13	Russia	2
Colombia	1	Saudi Arabia	2
Ecuador	1	Serbia	2
Emirates	4	Singapore	2
Ghana	1	South Korea	6
Hong Kong	4	Switzerland	1
India	1	Taiwan	3
Israel	1	Uganda	1
Ivory Coast	1	Ukraine	2
Japan	8	USA	13
Kenya	1	Vietnam	5

## Evaluation statistics

### Approved proposals by product sector

Product	Number of proposals covering the product	Requested budget (EUR)	Share of total requested budget
Basket of products	12	20,590,684	21%
Beverages made from plant extracts	1	1,167,870	1%
Cheese & dairy products	7	13,757,398	14%
Cut flowers and plants, bulbs roots and live plants	1	1,557,200	2%
Fruit & vegetables, including:	13	22,360,679	23%
Fruit (fresh or dried)	5	10,595,856	11%
Fruit & vegetables (fresh, chilled and dried)	2	2,778,318	3%
Preparations of vegetables, fruit or nuts (incl. table olives)	4	6,162,280	6%
Fruit & vegetables (fresh, chilled and dried) and preparations of vegetables, fruit or nuts (incl. table olives)	1	2,124,314	2%
Vegetables (fresh, chilled and dried) excl. sweetcorn	1	699,911	1%
Honey and beekeeping products	1	593,559	1%
Meat, including:	13	20,041,147	20%
Bovine meat (fresh, chilled and frozen)	1	1,375,060	1%
Bovine and pork meat (fresh, chilled and frozen)	1	1,499,215	2%
Poultry meat (fresh, chilled and frozen)	3	4,003,756	4%
Pork and poultry meat (fresh, chilled and frozen)	1	3,057,105	3%
Meat preparations	7	10,106,010	10%
Olive oil	1	3,840,341	4%
Other eligible products	2	3,383,456	3%
Spirits, liqueurs and vermouth	3	5,232,237	5%
Wine, cider and vinegar	2	6,191,060	6%

## Commission Implementing Decision of 21.10.2019 on the selection of the simple programmes C(2019) 7432 final

Lists in the annexes as established by CHAFEA:

- Annex I: selected programmes
- Annex II – Art 2: Reserve list
  - if additional budget becomes available due to GA for selected programmes are not signed or no authorisation to sign them beyond 90 days deadline
  - following the Member States' notification the highest ranked proposals from the reserve list will be considered selected up to the budgetary amount available
  - The Commission to notify the Member States of the proposals selected from the reserve list
- Annex III: rejected proposals (not meeting the thresholds; not complying with the eligibility criteria)
- Annexes IV and V: adjustments to be made to the selected programmes and to the proposals selected from the reserve list according to Article 2

**Thank you for your attention!**

