



# EU Promotion policy (Reg. EU 1144/2014)

## Review 2021

### Civil Dialogue on Organics

19 May 2021

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# Objectives

- The EU promotion policy helps producers sell their EU farm products in an increasingly competitive global marketplace, at the same time delivering jobs and growth at home.
- Promotion campaigns about EU farm products and EU quality schemes are designed to open up new market opportunities for EU farmers and the wider food industry, as well as helping them build their existing business.
- There are two kinds of promotion action: (a) those run by European trade or inter-trade associations and co-financed by the EU; (b) those run directly by the EU itself.

# Background

## &

# Policy context

### EVALUATION - STAFF WORKING DOCUMENT

**Impact of EU  
agricultural  
promotion policy in  
the internal market  
and third countries**  
11 January 2021



Brisussels, 22.12.2020  
SWD(2020) 99 final

COMMISSION STAFF WORKING DOCUMENT  
EVALUATION  
of the  
impact of the EU agricultural promotion policy in internal and third countries markets  
(SWD(2020) 99 final)

### COMMISSION REPORT TO EP AND COUNCIL

**on information  
provision and  
promotion  
measures  
concerning  
agricultural  
products  
implemented in the  
internal market and  
in third countries**  
11 February 2021



Brisussels, 11.2.2021  
COM(2021) 49 final

REPORT FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT AND  
THE COUNCIL  
on the implementation of Regulation (EU) No 1181/2011 of the European Parliament and of  
the Council on agricultural products implemented in the internal market and in third countries

### SPECIAL EUROBAROMETER 505

**Making our food fit  
for the future –  
Citizens’  
expectations**  
December 2020



### FARM TO FORK STRATEGY

**for a fair, healthy  
and  
environmentally-  
friendly food  
system**  
20 May 2020



### EUROPE'S BEATING CANCER PLAN

**A new EU approach  
to prevention, and  
treatment and care**  
3 February 2021



Brisussels, 3.2.2021  
COM(2021) 44 final

COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN  
PARLIAMENT AND THE COUNCIL  
Europe's Beating Cancer Plan

### EU TRADE POLICY REVIEW

**An Open,  
Sustainable and  
Assertive Trade  
Policy**  
18 February 2021



Brisussels, 18.2.2021  
COM(2021) 60 final

COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN  
PARLIAMENT AND THE COUNCIL  
Trade Policy Review – An Open, Sustainable and Assertive Trade Policy



# Policy evaluation (strengths)

- **Evaluation Staff Working document** published on 11 January 2021  
**concluded:**
  - Promotion programmes are **effective** in raising awareness and the profile of EU products, quality schemes and production standards, particularly for non-EU markets with highest growth potential
  - Promotion policy was **highly effective** in paving the way to enter or expand into non-EU markets
  - Policy objectives and activities remain **relevant and have clear EU added value**

# Policy evaluation (improvements)

## Room to improve the policy:

- **improving coherence** with other EU policies
- improve the **exchange of knowledge** and experience between beneficiaries
- make **greater use of the signature** ‘Enjoy! It’s from Europe’
- explore **links** between promotion programmes and Commission’s own initiatives
- More harmonized **implementation model** (direct management / shared management)



# Report to EP and Council on promotion

The Commission recommends that the review examine how the policy can:

- **align its strategic priorities** more closely with climate, sustainability, health and development policy objectives
- become a central tool for **delivering the objectives** of the Farm to Fork strategy and the Europe's Beating Cancer Plan;
- **provide incentives for the transition** to a green, more **sustainable agricultural sector**, promoting sustainable EU agricultural products and production processes both in the EU and on export markets;
- support efforts to position the EU food system as a **global reference for sustainability**

# What citizens think about the transition to more sustainable food systems...

2020 Special **EB 505**: Making our food fit for the future – Citizens’ expectations”

- **Taste** (45%), **food safety** (42%) and **cost** (40%) drive food purchases.
- Europeans consider **food being healthy for them** (74%) as the most important aspect of a sustainable diet, far above all other items.
- 89% believe that **producers and food companies should take action to raise their products’ sustainability standards**
- **Food sustainability information** should be compulsory on food labels for **88%** of Europeans.
- 79% consider that **marketing and advertising that do not contribute to healthy, sustainable diets should be restricted**.
- 87% want the EU to be **more proactive in promoting food sustainability worldwide**

# The Farm to Fork Strategy

**Farm to fork strategy** of 20 May 2020 announced the policy review:

- Enhance contribution to **sustainable agricultural production and consumption**, and in line with evolving diets
- In relation to **meat**, focus on how the EU can use promotion programme to **support** the **most sustainable, carbon-efficient** methods of **livestock production**



# Europe's Beating Cancer Plan

**Europe's beating cancer action plan** adopted on 3 February 2021  
announced that the Commission will:

- review its promotion policy on **alcoholic beverages**
- review the promotion policy with a view to enhancing its contribution to sustainable production and consumption, and in line **with the shift to a more plant-based diet, with less red and processed meat and other foods linked to cancer risks and more fruit and vegetables.**

# EU trade policy review

**EU trade policy review** adopted on 18 February 2021:

*The Commission will also continue to support the EU agricultural and agrifood sector, composed primarily of SMEs, **with a focus on promoting the sustainability and quality of their products**, making them a standard-bearer of the EU food sustainability system.*

# Policy review – Process

The review of the policy will be carried according to the better regulation guidelines:

- Building on the **policy evaluation** and the **report to EP and Council**
- Including an **inclusive consultation strategy** to feed into an **impact assessment**:
  - On 9 February the Commission published the **roadmap** for the review outlining policy options.
  - **Public consultation** launched on 31 March for 12 weeks
  - **Presentations and workshops** to Common Markets Organisation (CMO) committee, Civil Dialogue Groups etc.
  - **Stakeholder conference** on 12 and 13 July 2021

# Roadmap policy options

**Option 1:** Build on **success of current policy** in supporting the agrifood sector's competitiveness while using the annual work programmes to also contribute to political priorities as was done for 2021;

**Option 2: Focus the policy scope:** In EU, promotion in support of sustainable agricultural production and consumption, in line with F2F Strategy and Europe's beating cancer plan, nudging consumers to healthier diets. On non-EU markets, focus on F2F's international dimension and EU agrifood sector's competitiveness.

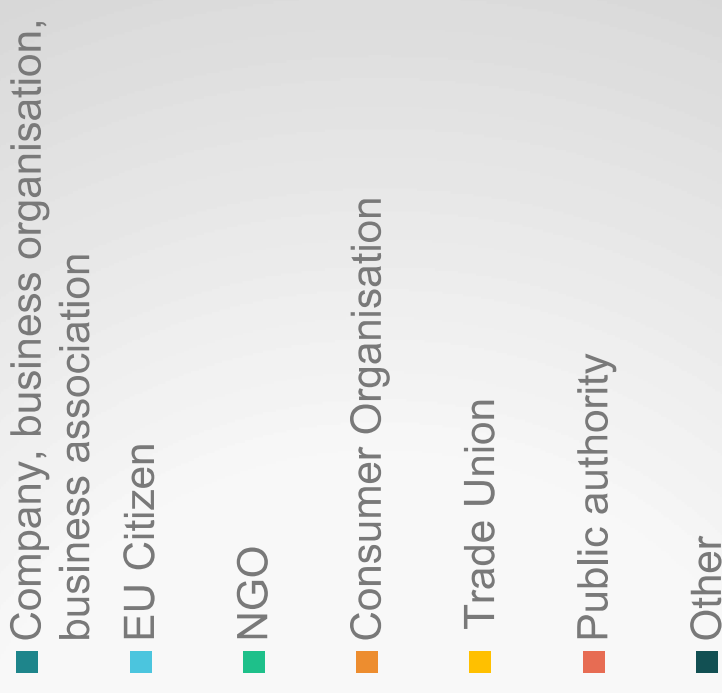
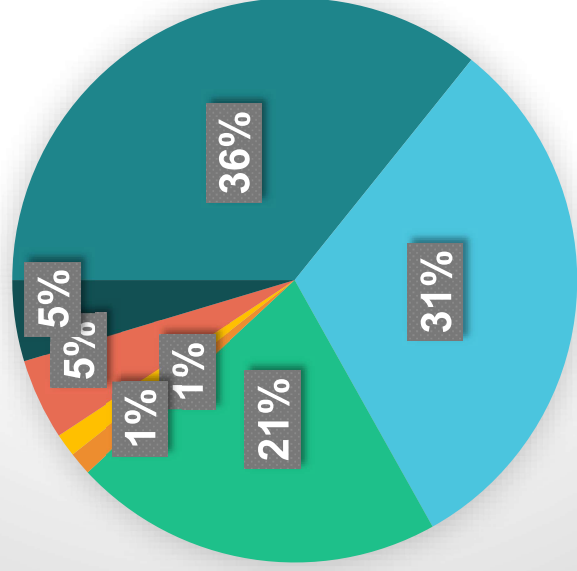
**Option 3: Review conditionality / eligibility:** introduce new requirements and eligibility criteria that incentivise applicants to demonstrate support for the Farm to Fork Strategy or that exclude applications from certain sectors.

**Streamline implementation model** (cross-cutting for all options): improve monitoring and evaluation and consider removal of shared-management, which the evaluation found is confusing and complex for beneficiaries, replacing it by direct management of all programmes.



# Roadmap: Contributions received (151)

Contributions per type of respondents



# Comments on policy issues: **Convergence of opinions**

- The need to align promotion policy with the farm to fork strategy and the Green Deal, privileging promotion of sustainable production and balanced diets in addition to the competitiveness of the EU agri-food sector.
- Support for the streamlining of the management (between direct-management and shared-management) with the exception of one national ministry for agriculture.

# Comments on policy issues: Divergence of opinions

- Respondents who identified as **business organisations** predominantly supportive of not excluding specific product categories, of promotion on export markets and of using the flexibilities of the annual work programme to enhance contribution of the promotion policy to other EU policies (Option 1)
- Respondents who identified as **business organisations, primarily from the fruit and vegetables sector**, indicated their support for Option 2 (focusing the policy scope)

# Comments on policy issues: Divergence of opinions

- Respondents who identified as **NGOs** predominantly supportive of excluding **alcoholic beverages** and meat from EU promotion policy co-funding (Option 3)
- Respondents qualified as **citizens** mostly stated the support for promotion policy to focus on plant-based diets, but were divided on whether to achieve this through the exclusion of certain products (Option 3) or by not excluding products (Option 1 and 2).
- Respondents who identified as **trade unions, some business organisations** and **some citizens** affirmed that any exclusion could have an adverse impact on rural communities and would not incite the transition to more sustainability



# Milestones and indicative timeframe

## Quarter 1- Quarter 2 2021

Publish roadmap in the “Have your say” portal outlining policy options (9 February)

Launch Open Public Consultation on policy options (12 weeks) (31 March - 23 June)

## Quarter 2- Quarter 3 2021

Conference of Stakeholders – online event (12-13 July)

Complete Impact Assessment of policy options (October)

Presentation to the Regulatory Scrutiny Board (November-December)

## By end Q1 2022 (if favourable opinion by RSB)

Possible legislative proposals

# Thank you

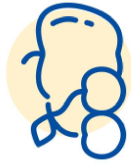
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# WHAT IS “THE TRANSITION” THAT EU PROMOTION POLICY SHOULD SUPPORT?

## SOCIAL SUSTAINABILITY



Healthier diets  
– reduce  
overweight



Improve  
animal  
welfare



Social rights  
workers in food  
chain



Food  
affordability

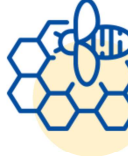
## ENVIRONMENTAL SUSTAINABILITY



Tackle climate  
change



Protect the  
environment



Preserve  
biodiversity

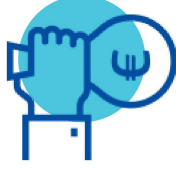


Reduce food  
losses and waste



Circular bio-  
based economy

## ECONOMIC SUSTAINABILITY



Fairer incomes for  
farmers & fishers



Just  
transition



New business & job  
opportunities

# Council conclusions on Farm to Fork Strategy

- (43) *WELCOMES the fact that the Commission is seeking to enhance the contribution of the EU promotion programme for agricultural products to sustainable production and consumption, including organic products and products under quality schemes.*