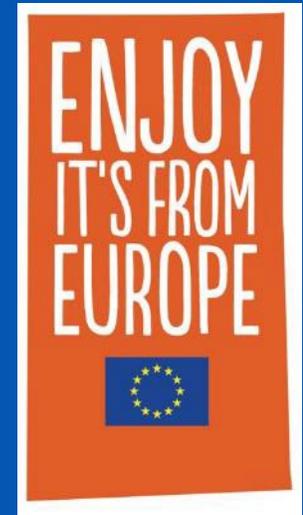




# EU policy on information and promotion measures for agricultural products: opportunities for funding promotion measures for European honey

CDG ON ANIMAL PRODUCTION – FOCUS ON BEEKEEPING



*European Commission, Directorate-General for Agriculture*

# Content of the presentation

- Policy overview – objectives and key facts
- Implementation – promotion programmes
- How to prepare – timeline and resources

# Policy overview

Objectives and key facts

# EU promotion policy – objectives

**General objective:** Enhance the competitiveness of the Union agricultural sector

## **Specific objectives:**

1. increase awareness of the **merits** of Union agricultural products and of the **high standards** applicable to the production methods in the Union
2. increase the **competitiveness and consumption** of Union agricultural products and certain food products and to **raise their profile** both inside and outside the Union
3. increase the **awareness and recognition** of Union **quality schemes**
4. increase the **market share** of Union agricultural products and certain food products, specifically focusing on those markets in **third countries** that have the highest growth potential
5. restore normal market conditions in the event of **serious market disturbance**, loss of consumer confidence or other specific problems

# Programmes/projects and own initiatives



Designed to **open up market opportunities** for EU farmers and the wider agri-food sector, it includes:

- **Promotion programmes:** co-financed by the EU, run by European trade or inter-trade associations, producer organisations or associations of producer organisations, agri-food bodies

## EU co-financing rates for promotion programmes

	Type of programme	
	Simple	Multi
Internal market	70%	80%
External market	80%	80%
Serious market disturbance	85%	85%

- **Own initiative actions:** run directly by the EU Commission, such as diplomatic missions by the Commissioner in non-EU countries to develop agri-food trade, participation in fairs and communication campaigns

# Overview: facts and figures



Policy adjusted annually to the needs of the sectors via an **Annual Work Programme**



**€175 mio** average annual budget for campaigns targeting countries inside and outside the EU



**>40 programmes** promoting honey and beekeeping products funded since 2016, of which **>20** are active



**One visual signature** for all campaigns: **Enjoy It's from Europe!**



# EU promotion policy – legal base

## Basic act

[Regulation \(EU\) No 1144/2014](#)

## Delegated and implementing acts

[Commission Delegated Regulation \(EU\) 1829/2015](#)

[Commission Implementing Regulation \(EU\) 1831/2015](#)

- Annual work programme
- Calls for proposals

# Implementation

Programmes and how they work

# What is a promotion programme?

- A **coherent set of operations**: public relations, advertising, PoS promotion, website and social media, events and fairs, etc.
- Can be a B2B or B2C campaign
- Implemented over a period of at least one but not more than three years

# Aim of the promotion measures

- Highlight the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability, and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions
- Raise awareness of the authenticity of European protected designations of origin, protected geographical indication and traditional specialities guaranteed

# Eligible products and schemes



All agricultural products listed in Annex I to TFEU (excluding tobacco) – includes natural honey



Certain processed products (beer, chocolate, pasta, sweet corn, cotton) in Annex I Reg. 1144/2014



Wine and spirits, as well as aquaculture and fishery products under certain conditions



EU and national quality schemes



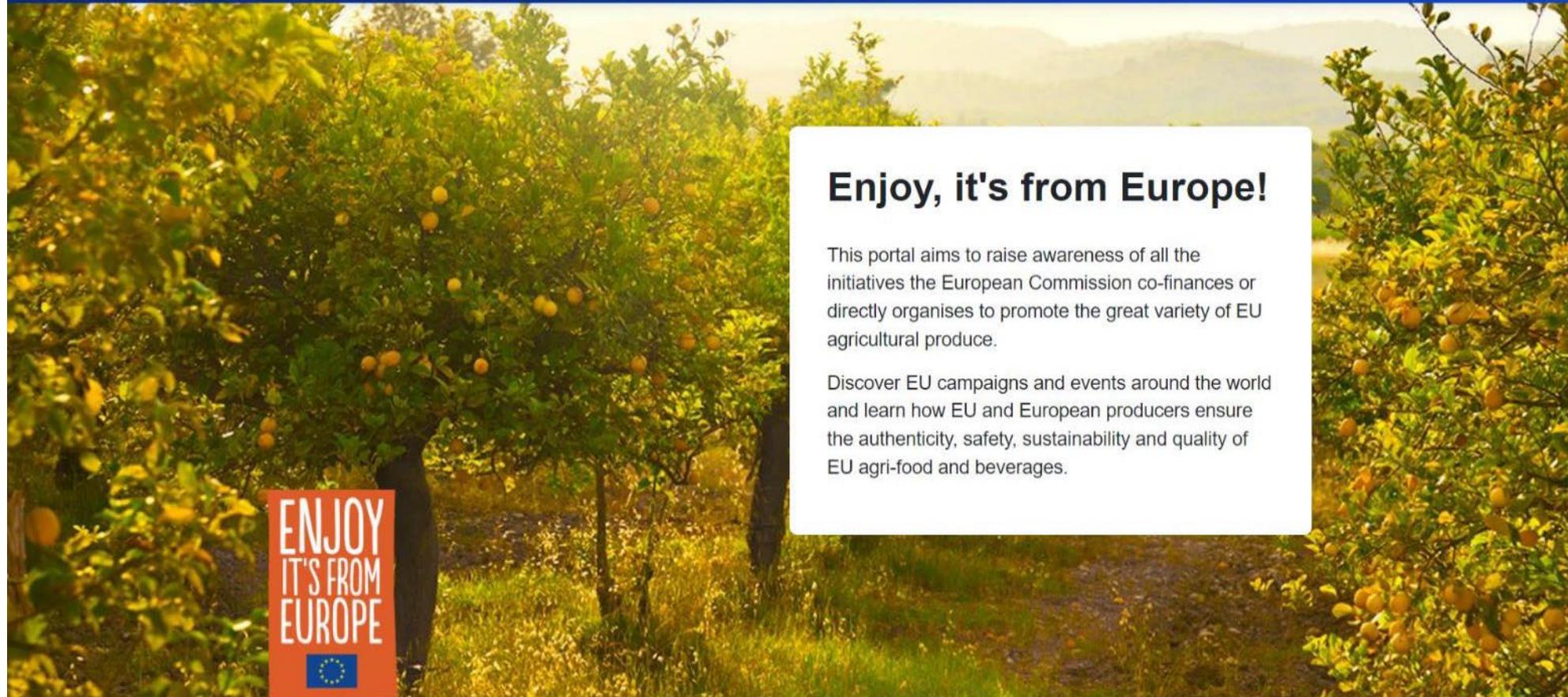
# Main message of the campaign

- The main message of the campaign is the **Union message**
- Information provision and promotion measures **shall not be brand-oriented.** Nevertheless, it shall be possible for commercial brands to be visible during demonstrations or tastings and on information and promotional material, provided that the principle of non-discrimination is respected and that the overall, non-brand-oriented nature of the measures remains unchanged
- Information provision and promotion measures **shall not be origin-oriented.** Nevertheless, it shall be possible for the origin of products to be visible on information and promotional material, subject to certain rules



# Enjoy, It's from Europe Portal

Home Campaigns News and events Funding opportunities About FAQs



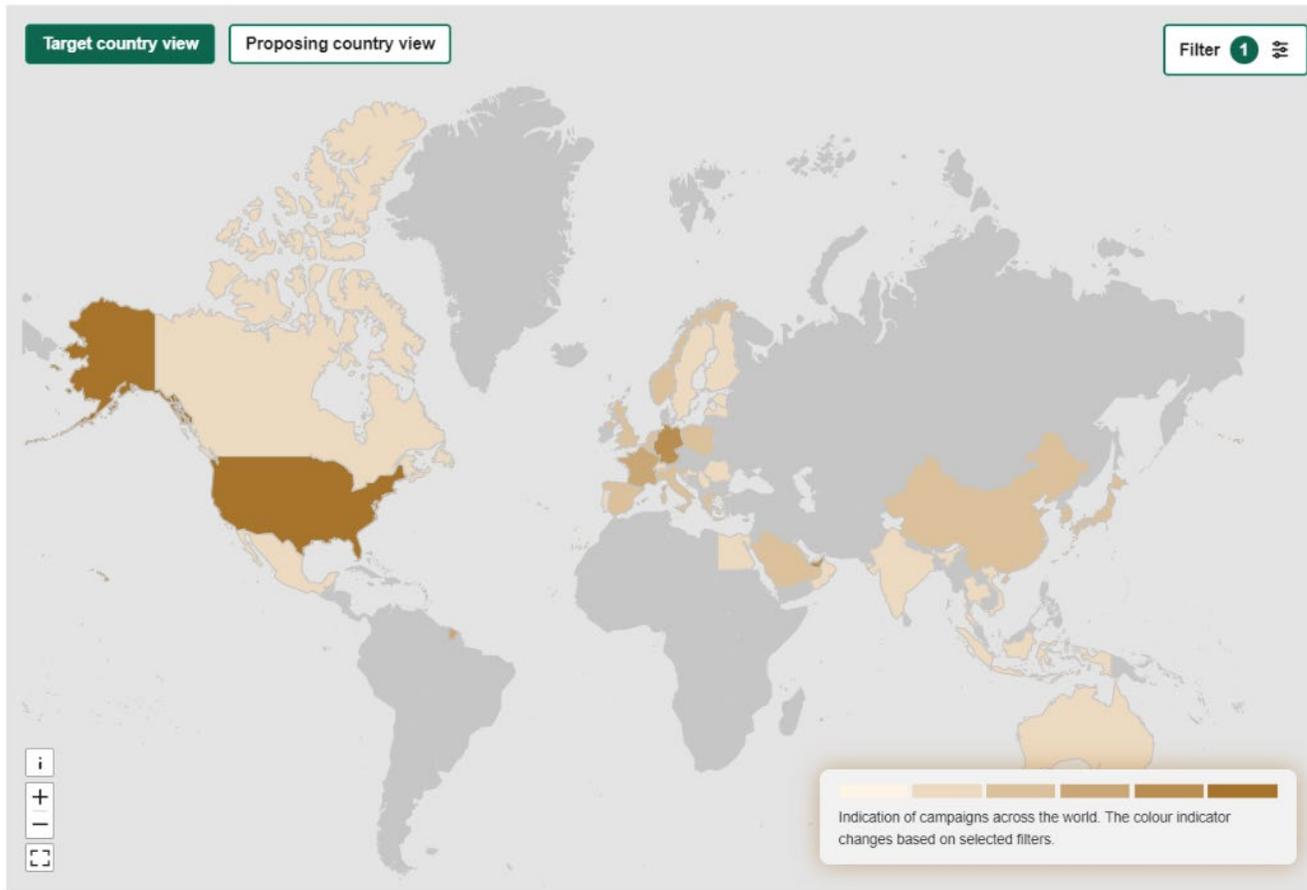
<https://enjoy-its-from-europe.campaign.europa.eu/en>

# Target countries for honey since 2016

## Map

Discover how EU food and drinks are presented on global markets, as part of campaigns and events the European Commission co-finances or directly organises.

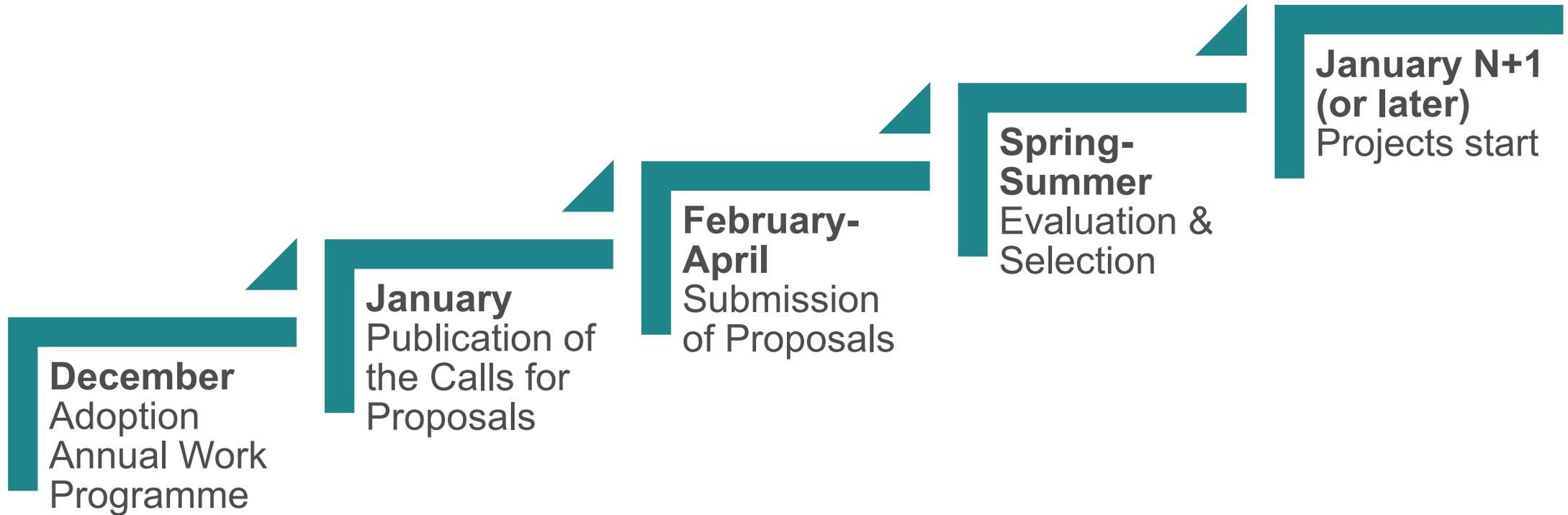
List view



# How to prepare

Timeline and resources

# Indicative timeline



# Reasons for rejection: eligibility and admissibility

- **Inadmissible:**

Mandatory annexes and supporting documents not submitted, proposal sent by email after the deadline

- **Out of scope:**

E.g. project not promoting an eligible product or scheme

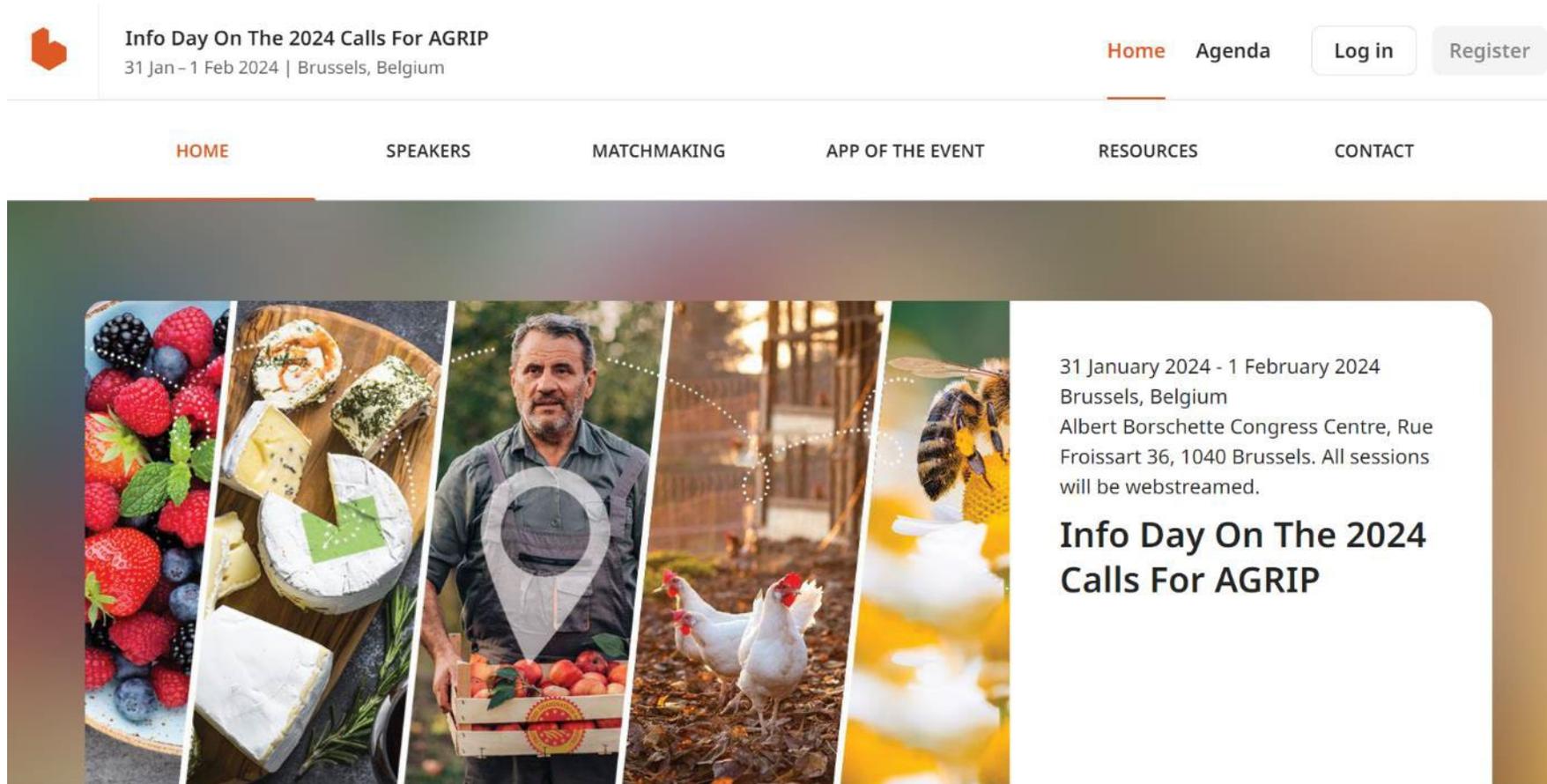
- **Ineligible applicants:**

Applicant organisation not eligible or not representative of the product/sector promoted, private companies acting as co-applicants, non-EU applicants

# Quality of proposals – weak points

- Market analysis is not precise or structured
- Programme objectives are not well defined
- Activities and deliverables are not well defined, communication mix not adapted to the strategy and programme objectives
- Union message is lacking
- Organisation and risk management are not described
- Evaluation methodology is absent
- Poor cost-effectiveness (budget analysis weak, unit costs missing or not always used, etc.)
- Impact of the campaign not well calculated

# Watch the 2024 call info day recordings



The screenshot shows the top section of a website. On the left, there is a logo consisting of three orange squares. To its right, the text reads "Info Day On The 2024 Calls For AGRIP" followed by "31 Jan - 1 Feb 2024 | Brussels, Belgium". On the right side of the header, there are navigation links: "Home" (highlighted with an orange underline), "Agenda", "Log in", and "Register". Below the header is a horizontal menu with six items: "HOME" (highlighted with an orange underline), "SPEAKERS", "MATCHMAKING", "APP OF THE EVENT", "RESOURCES", and "CONTACT". The main banner features a collage of five images: a bowl of fresh berries, various cheeses, a man holding a crate of fruit, a chicken in a farm setting, and a close-up of a bee on a flower. To the right of the collage, the event details are listed: "31 January 2024 - 1 February 2024", "Brussels, Belgium", and "Albert Borschette Congress Centre, Rue Froissart 36, 1040 Brussels. All sessions will be webstreamed." Below this, the event title "Info Day On The 2024 Calls For AGRIP" is displayed in a large, bold font.

Info Day On The 2024 Calls For AGRIP  
31 Jan - 1 Feb 2024 | Brussels, Belgium

Home Agenda Log in Register

HOME SPEAKERS MATCHMAKING APP OF THE EVENT RESOURCES CONTACT

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**Info Day On The 2024  
Calls For AGRIP**

[Home | Info Day On The 2024 Calls For AGRIP \(b2match.com\)](https://b2match.com)

# Thank you



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