



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

Example: Promoting Latvian honey

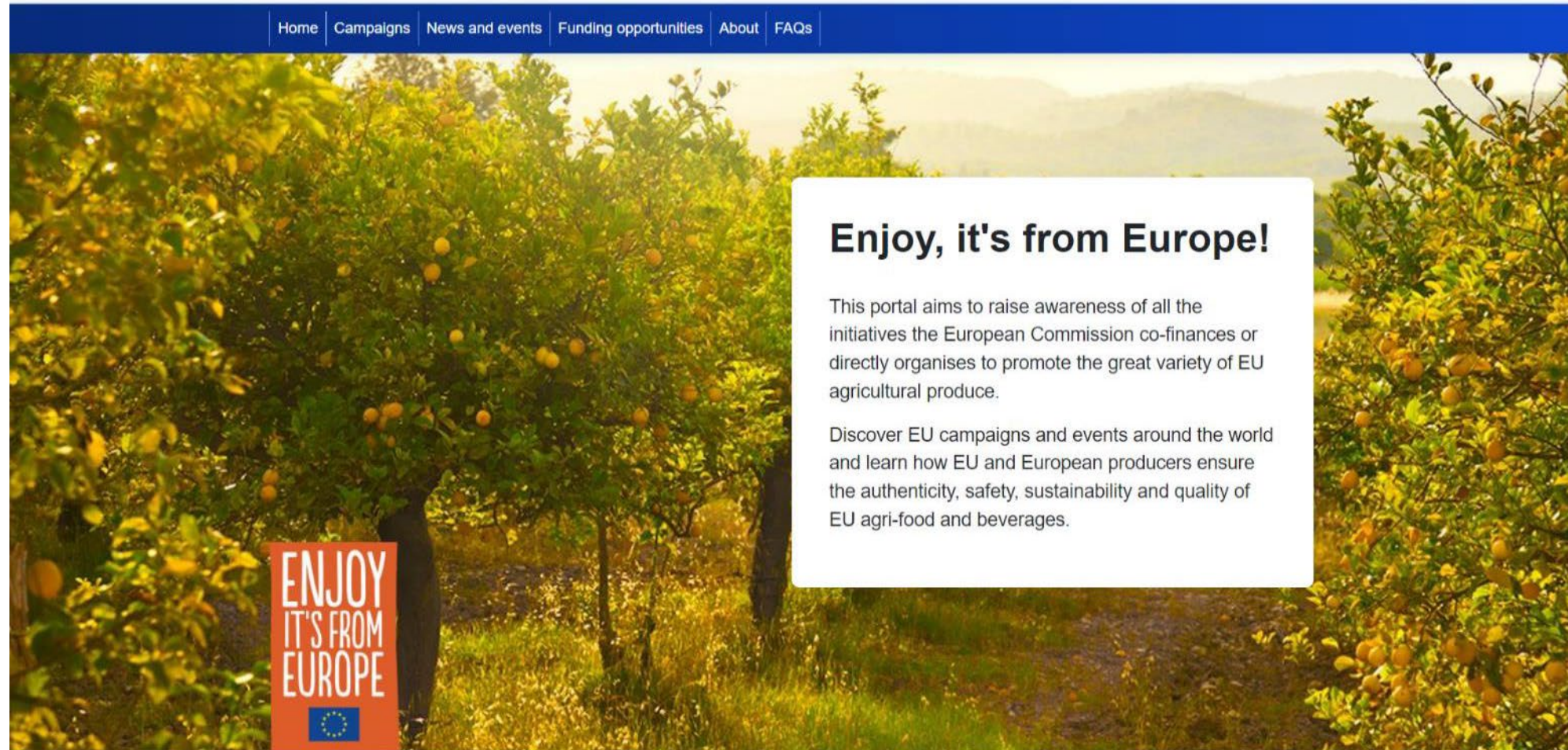


www.medus.lv

Vairāk par projekta
Latvijas Biškopības biedrība
Māksla iela 24C, Rīga, LV-1009
info@biškopiba.lv



Enjoy, It's from Europe Portal



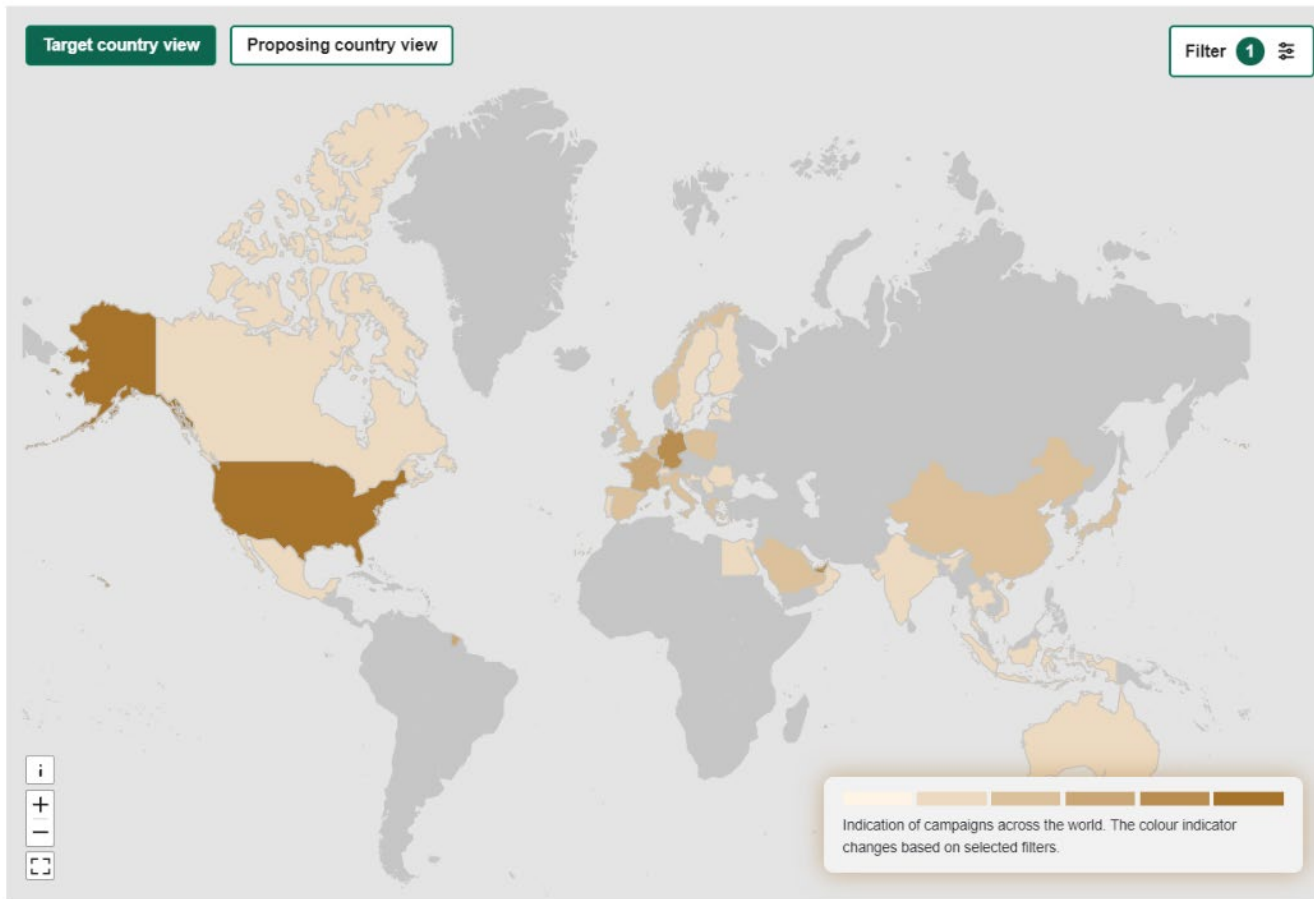
<https://enjoy-its-from-europe.campaign.europa.eu/en>

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.

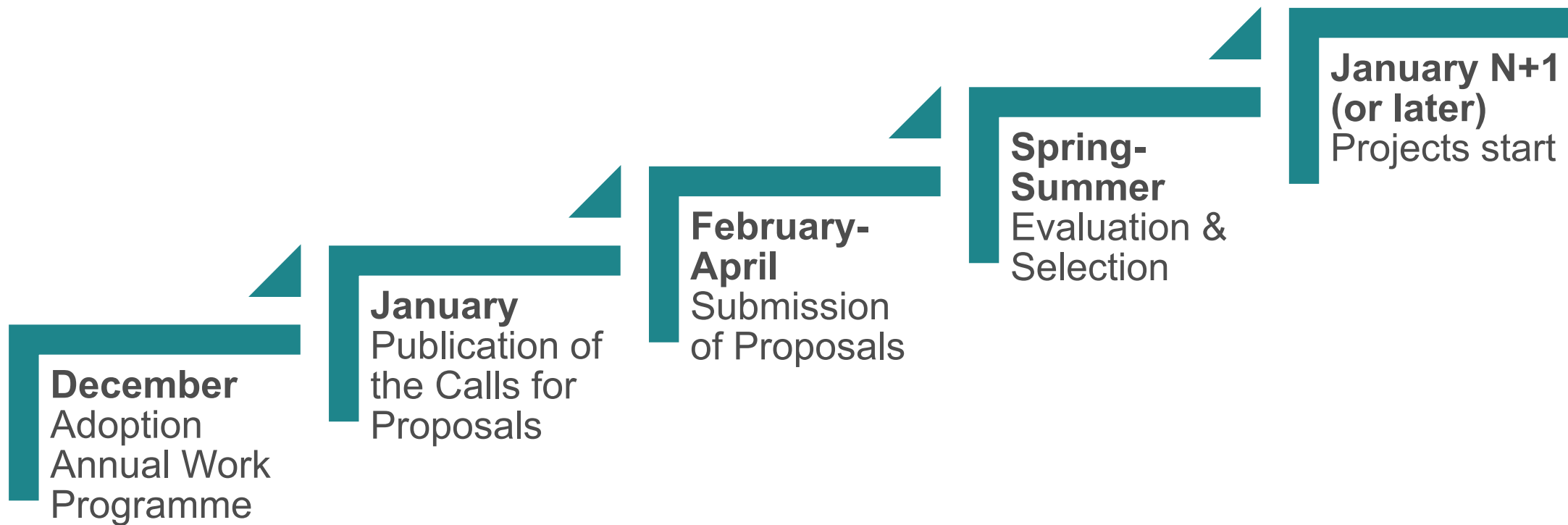
≡ List view



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

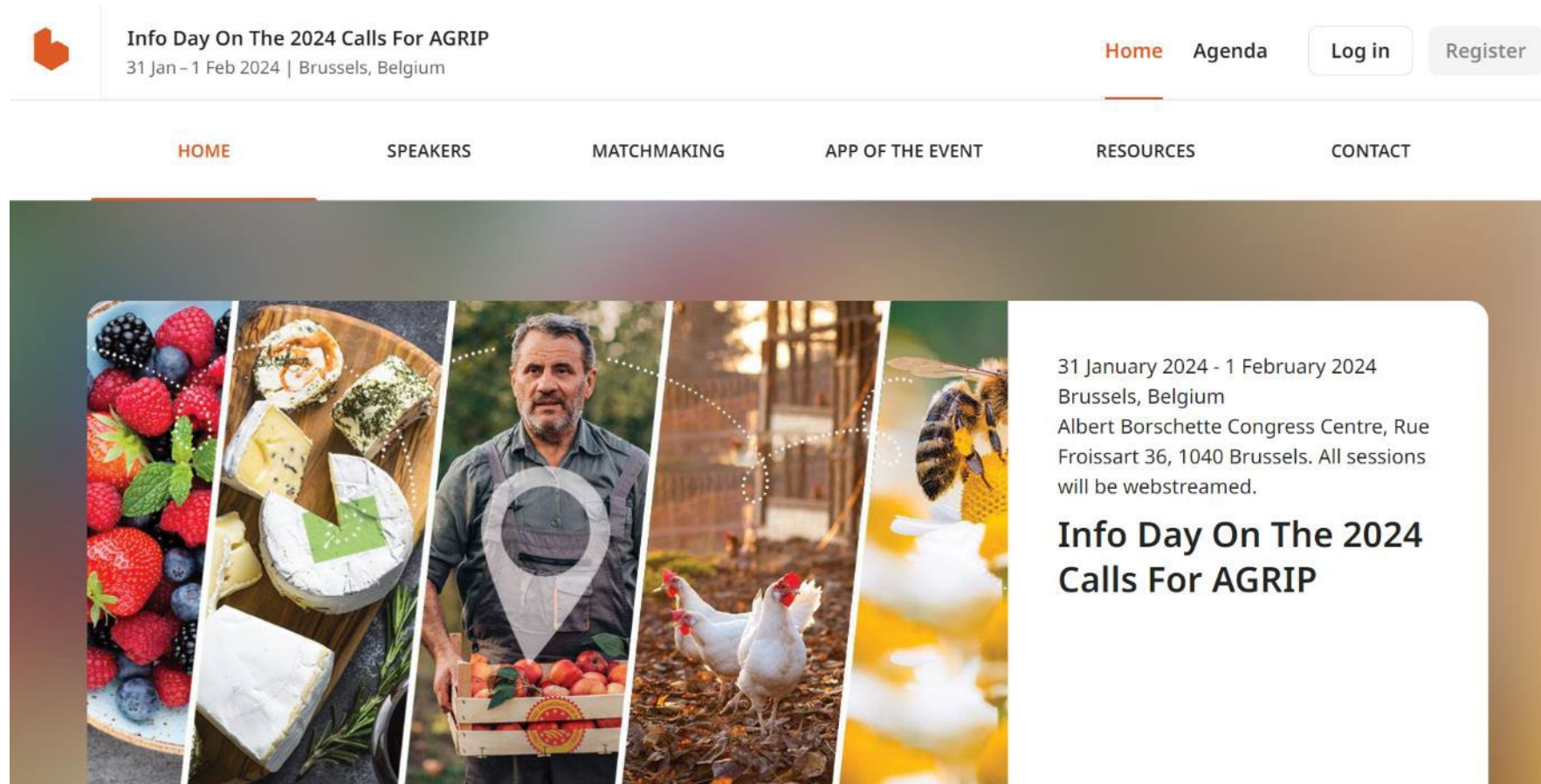
- **Ineligible applicants:**

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



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

Thank you



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