

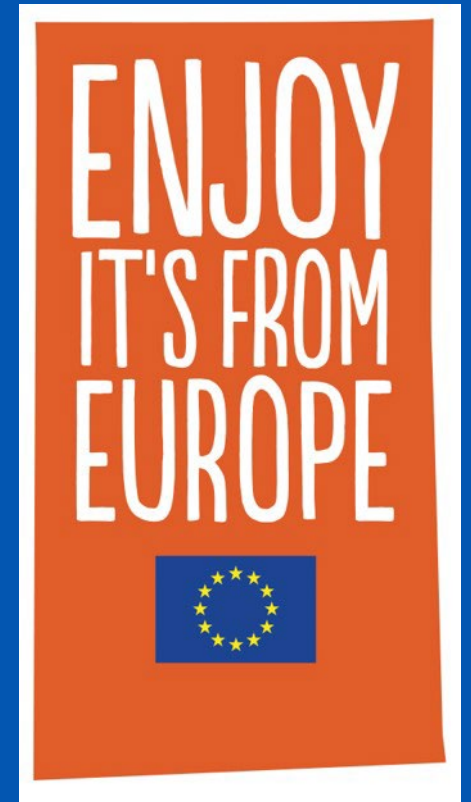


EU promotion policy Annual work programme 2024 Programmes examples

Civil Dialogue Group-Animal Production-Milk

24 January 2024

DG Agriculture and Rural Development



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1. POLICY CONTEXT (OBJECTIVES)



The EU agri-food promotion policy was designed to support the competitiveness of the EU agricultural sector by promoting EU products and quality schemes on the internal market and in non-EU countries.

POLICY CONTEXT

- The **competitiveness of the EU agri-food sector** (primary objective of the policy)
- **Policy priorities of the Commission 2019-2024** (in particular the European Green Deal, the Farm to Fork Strategy, Organic action plan).
- New challenges to global **food supply and food security**:
 - **Russia's unprovoked invasion of Ukraine**
 - **Commodity price surge**
 - **Covid-19 pandemic**

2. Promotion programmes - examples



Heumilch Good to nature Products Culinary delights For hay milk farmers DE

Heumilch
EINFACH URGUT.

Hay milk tastes lovely
because of its rich
biodiversity

What is hay milk, actually? Hay farming is the most original form of milk production. Hay milk cows feed on fresh grasses and herbs in summer and hay in winter. The hay milk quality label guarantees that only the best milk is used to make the products, which are manufactured entirely without fermented feedstuffs such as silage.

Protecting tradition. The EU quality label TSG.

Hay milk TSG – a traditional speciality guaranteed, promises even more quality and authenticity. A special protection that preserves the traditional manufacturing method.

ENJOY IT'S FROM EUROPE

Kofinanziert von der Europäischen Union

Example 1: Hay milk TSG (MULTI)

- **Beneficiaries:** AT and DE
AT: OSTERREICHISCHE ARBEITSGEMEINSCHAFT DER HEUMILCHBAUERN DER VERARBEITERUND DER VERMARKTER VON HEUMILCH
DE: ARGE HEUMILCH DEUTSCHLAND EV
- **Target markets:** Germany
- **Programme objectives:**
 - Increase awareness of consumers towards the European quality scheme TSG
 - Increase the production method of hay milk on the German market



<https://www.heumilch.com/>

LEARN MORE ABOUT MILK HERE



NUTRIENTS OF MILK

The main reasons to recommend milk as part of your daily diet are its calcium, protein and a wide range of essential vitamins and minerals. Together, this makes milk a very special food that plays an important role in your diet.



THE DANISH VETERINARY AND FOOD ADMINISTRATION'S OFFICIAL DIETARY GUIDELINES

The Danish Veterinary and Food Administration's Official Dietary Guidelines – good for health and climate are recommendations for food and drink that is healthy and at the same time climate-friendly.

MEJERIFORENINGEN



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Vi har brug for din feedback

<https://maelkerforfremtiden.dk/>

Example 2: promotion of milk (MULTI)

- **Beneficiaries:** EMF + dairy organisations from FR, DK, IE
- **Target markets:** FR, DK, IE
- **Programme objectives:**
 - to educate consumers on sustainable eating
 - to increase awareness about dairy's role in delivering on Union objectives on climate change
 - to inform on how milk products are valid choices within a sustainable and healthy diet.





Example 3: promotion of EU organic food in China and Hong Kong (SIMPLE)

- **Beneficiary:** Naturland (DE)
- **Target markets:** China and Hong Kong
- **Programme objectives:**
 - to enhance the competitiveness and consumption of Union organic food
 - increase awareness and raise the market share

3. What is an Annual Work Programme ?

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

ANNUAL WORK PROGRAMME (AWP) - DRAFTING

- For third countries, a macro-economic analysis on **projected increase in imports** on existing or emerging markets
- Input from **Member States** (through the CMO committee)
- Contributions from **stakeholders**, consulted through Civil Dialogue Groups
- **Results** of previous calls (submissions' rates)

ANNUAL WORK PROGRAMME

Budget 2024

Available budget for 2024 AWP is **EUR 185.9 million** in total (the same as in 2023)

Out of which:

- EUR 92 million for "simple" promotion programmes
- EUR 84,4 million for "multi" promotion programmes
- EUR 9.5 million for Commission's own initiatives (same as in 2023)

AWP 2024 - Budget simple programmes

SIMPLE PROGRAMMES	2023	2024
	89	92
Simple programmes in the Internal market	41,1	41,1
INTERNAL MARKET-CHARACTERISTICS	5	5
INTERNAL MARKET-EU-QUALITY SCHEMES	7	7
INTERNAL MARKET-FRESH-FRUIT AND VEGETABLES	9,1	9,1
INTERNAL MARKET-ORGANIC	14	14
INTERNAL MARKET-SUSTAINABLE	6	6
Simple programmes in Third Countries	42,9	45,9
THIRD COUNTRIES-AMERICAS	9,3	9,3
THIRD COUNTRIES-ASIA	16,3	16,3
THIRD COUNTRIES-OTHERS	12,3	15,3
THIRD COUNTRIES-ORGANIC-SUSTAINABLE	5	5
Simple programmes for market disturbance/additional call for proposals	5	5

AWP 2024 - Budget multi programmes

MULTI PROGRAMMES	2023	2024
	87,4	84,4
Multi programmes in the internal market	42,2	40,2
INTERNAL MARKET	4,2	4,2
INTERNAL MARKET-FRESH-FRUIT AND VEGETABLES	10	9
INTERNAL MARKET-ORGANIC	14	13
INTERNAL MARKET-SUSTAINABLE	14	14
Multi programmes in third countries	40,2	39,2
THIRD COUNTRIES-ALL	29,2	29,2
THIRD COUNTRIES-ORGANIC-SUSTAINABLE	11	10
Multi programmes for market disturbance/additional call for proposals	5	5

4. Information & resources

- Commission website: [policy-related information](#), Annual work programme...
- [REA website](#): implementation rules, results of past calls, campaign map, market entry handbooks, webinars
- [Funding & Tenders \(F&T\) portal](#): calls for proposals, guidance documents, model grant agreement, FAQ
- **[Info day in Brussels](#): 31st January-1st February 2024 (also on line!) & National Info Days**
- **[Calls](#) open from 18 January – 14 May 2024**
- Register for **REA newsletter** to stay informed

Info Days 2024 - European Commission



When

Wednesday 31 January 2024
13:30 to 17:00,
Thursday 1 February 2024
8:30 to 14:00, (CET)

Where

Albert Borschette Congress
Center, Rue Froissart 36,
Brussels, Belgium
and
On line

Promotion of Agricultural Products: Info Days 2024

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[EU food and Farming](https://www.youtube.com/EUfoodandFarming)



Thank you

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