

# **EU Promotion policy of agri-food products**

**(Regulation 1144/2014)**

**Civil Dialogue Group**  
**Animal products-sector sheep&goat and**  
**beekeeping**  
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# Product indicator awareness of quality schemes

<https://ec.europa.eu/chafea/agri/campaigns/product-indicator-awareness-quality-schemes>

**Campaign budget:** 398 921,60 €, **EU contribution:** 279 245,12 €

## Campaign details

<b>Proposing organisation(s):</b>	Slovenian Beekeepers' Association
<b>Programme type:</b>	Simple
<b>Target market:</b>	Internal Market
<b>Target countries:</b>	Slovenia
<b>Product(s):</b>	Honey and beekeeping products
<b>Quality schemes:</b>	PDO/PGI/TSG
<b>Approval Year:</b>	2016
<b>Duration:</b>	3 year(s)

# Promotion policy – Legal basis

## Basic act

Regulation (EU) No 1144/2014

## Delegated and implementing acts

Commission Delegated Regulation (EU) 1829/2015

Commission Implementing Regulation (EU) 1831/2015

## Annually:

- Annual work programme
- Calls for proposals

## Different types of actions

### *Information and promotion programmes :*

- ✓ 1 to 3 years; Submitted by proposing organisations (PO)
- ✓ **SIMPLE programmes** : one or more PO (from 1 MS)
- ✓ **MULTI programmes** : several POs from several MS + EU organisations
- ✓ **2019 budget**: €191.6 million

### *Commission initiatives :*

- ✓ Information & promotion measures:
  - ❖ High-level missions
  - ❖ Participation in trade fairs
  - ❖ Own campaigns
- ✓ Technical support services (CHAFEA)
- ✓ **2019 budget**: €9.5 million

## Eligible products and schemes



- ✓ All agricultural products covered excluding tobacco
- ✓ Open to certain processed products listed in Annex I of TFEU and of legal base
- ✓ Spirits with a Protected Geographical Indication

- ✓ Schemes : EU quality schemes, Organic, Outermost Regions, National quality schemes

- ✓ Wine:
  - ✓ Simple programmes = Basket approach
  - ✓ Multi programmes = Wine alone possible
  - ✓ On the internal market = Information on quality schemes or responsible consumption

- ✓ Fishery and aquaculture products : Basket approach

## EU Promotion policy – Challenges



Targeted on EU added value

Align with needs of the sectors

Greater effectiveness



## Budget

- **Increased budget** (simple, multi + COMM initiatives)

2017	2018	2019
142,5 Mio	188,6 Mio	201,1 Mio

- **Breakdown for the 2019 budget: EUR 201,1 Mio :**

- EUR 100 Mio for simple programmes
- EUR 91,6 Mio for multi programmes
- EUR 9,5 Mio for Commission's own actions



## Cofinancing rates for the promotion programmes

- ✓ ~~National~~ cofinancing
- ✓ EU cofinancing rates :



	Simple	Multi
<b>Internal</b> market	70%	80%
<b>External</b> market	80%	80%
<i>In case of serious market disturbance/ loss of consumer confidence</i>	85%	85%

+ 5% for MS under financial assistance

## **II. Annual Work Programme**

## What is 'Annual work programme' ?

The tool to define the promotion strategy

=> A dynamic  
promotion policy

With the input of the sector

=> A policy  
aligned with the  
needs of the  
sector

Defines priorities with a dedicated  
budget

=> Weighted  
priorities but with  
a certain  
flexibility

Adopted annually

=> Possibility to  
adjust it each  
year

## How did we draft the AWP 2019?

- **The objectives of the Regulation itself:**

(i) increase the number of activities aimed at third countries where there is the highest potential of growth and (ii) in the internal market, inform consumers about the high standards of EU products, notably the EU quality logos



- **For third countries,** a macro-economic analysis on projected increase in imports on existing or emerging markets, as well as a policy evaluation on FTAs
- **Contributions from stakeholders,** consulted through the Civil Dialogue Group on Quality and Promotion
- **Contributions from Member States:** comments from 14 MS
- **Results of previous calls** (submissions' rates) and HLM



## AWP 2019, Simple programmes

SIMPLE PROGRAMMES	
100 M	
Simple programmes in the Internal market	
[20M]	
Topic 1. Programmes on EU quality schemes (PDO, PGI, TSG, organic, RUP)	[12 M]
Topic 2. Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for environment and sustainability) and the characteristics of EU products in terms of quality, taste, diversity or traditions (=outside EU quality schemes)	[8 M]
Simple programmes in Third Countries	
[75 M]	
Topic 3. China, Japan, Korea, South East Asia, Southern Asia	[25.25M ]
Topic 4. Canada, USA, Mexico and Columbia	[22 M]
Topic 5. Other geographical areas	[25.25M]
Topic 6. Table olives	[2.5M]
Simple programmes for market disturbance/additional call for proposals	
[5M]	



## AWP 2019, Multi programmes

MULTI PROGRAMMES		91.6 M
Multi programmes in the Internal Market		[43.3M]
<b>Topic A. Programmes on EU quality schemes [(PDO, PGI, TSG, OQT), organic, RUP] or</b> Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for environment and sustainability) and the characteristics of EU products in terms of quality, taste, diversity or traditions	[32.8 M]	
<b>Topic B.</b> Healthy eating: fruits and vegetables	[8M]	
<b>Topic C.</b> Sustainably produced rice	[2.5M]	
Multi programmes in Third Countries		[43.3M]
<b>Topic D.</b> Programmes on EU quality schemes [(PDO, PGI, TSG, OQT), organic, RUP] or Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for environment and sustainability) and the characteristics of EU products in terms of quality, taste, diversity or traditions.	[38.3 M]	
<b>Topic E.</b> Beef	[5M]	
Multi programmes for market disturbance/additional call for proposals		[5M]

## III. Examples

# EUREXPANDCHINA: Expanding the niche market of European agri-food products in China

<https://ec.europa.eu/chafea/agri/campaigns/expanding-niche-market-european-agri-food-products-china>

**Campaign budget:** 700 540,00 €, **EU contribution:** 560 432,00 €

## Campaign details

<b>Proposing organisation(s):</b>	Association nationale des industries alimentaires
<b>Programme type:</b>	Simple
<b>Target market:</b>	Third Countries
<b>Target countries:</b>	China
<b>Product(s):</b>	Spirits, liqueurs and vermouth, Vegetable oils other than olive oils, Sheep and goat meat (fresh, chilled and frozen), Preparations of vegetables, fruit or nuts (incl. table olives), Pork meat (fresh, chilled and frozen), Poultry meat (fresh, chilled and frozen), Vegetables (fresh, chilled and dried) excluding sweetcorn, Wine, cider and vinegar, Pasta, Other products, Cheese, Chocolate and derived products, Cereals, Bread, pastry, cakes, confectionery, biscuits and other baker's wares, Beverages made from plant extracts, Bovine meat (fresh, chilled and frozen), Dairy products (excl. Cheese), Honey and beekeeping products, Meat preparations, Olive oil, Fruit (fresh or dried), Fishery and aquaculture products, Beer
<b>Quality schemes:</b>	Organic, PDO/PGI/TSG
<b>Approval Year:</b>	2016
<b>Duration:</b>	2 year(s)





- 2017-2020 SIMPLE Information programme on PDO/Organics/PGI
- Targeting internal market : Greece and Germany
- Budget : 1,2 million € of which 75% from the EU budget
- <http://www.agrocrete.com/efm/>

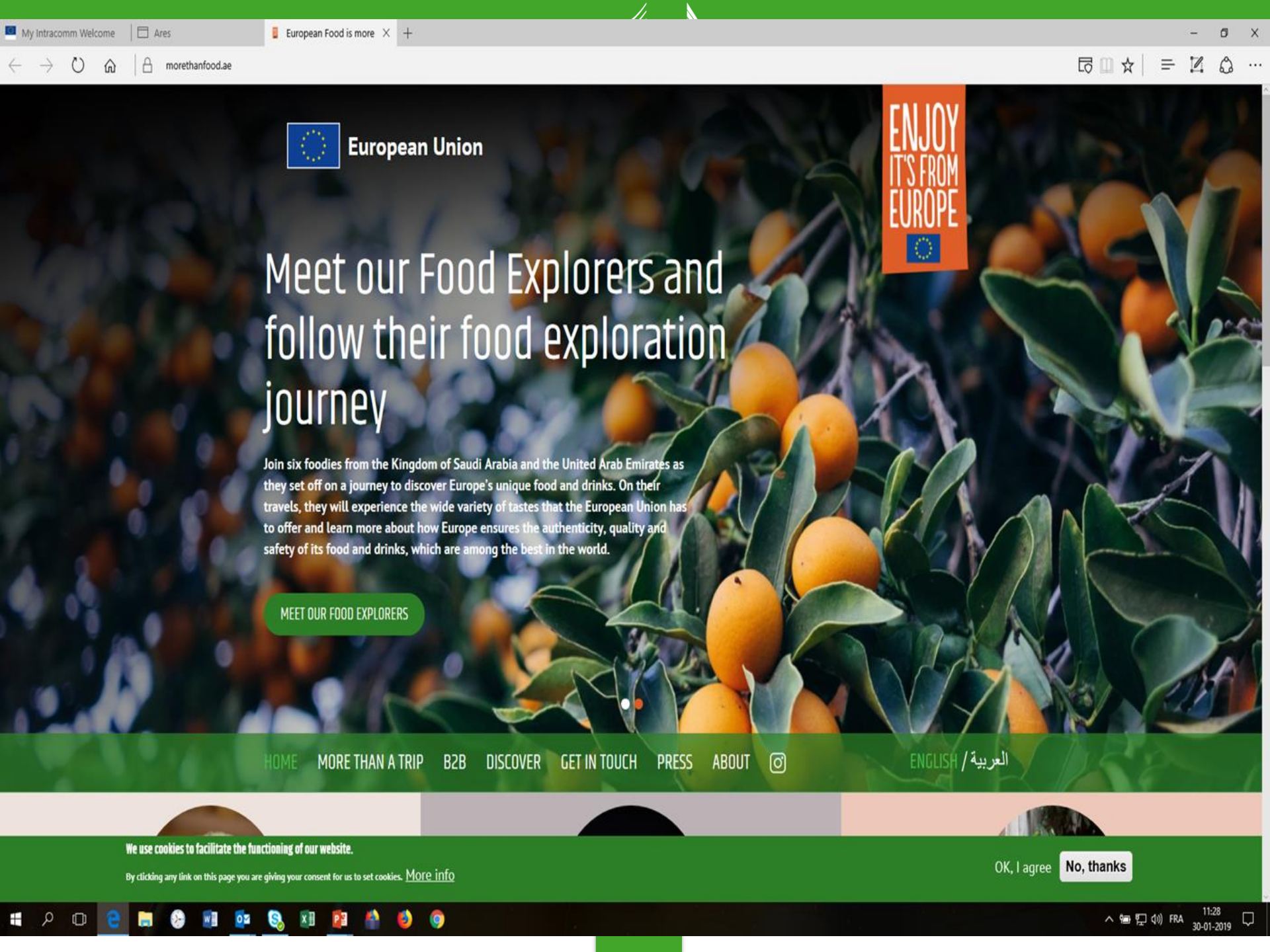




**CIIE 2018**







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# Meet our Food Explorers and follow their food exploration journey

Join six foodies from the Kingdom of Saudi Arabia and the United Arab Emirates as they set off on a journey to discover Europe's unique food and drinks. On their travels, they will experience the wide variety of tastes that the European Union has to offer and learn more about how Europe ensures the authenticity, quality and safety of its food and drinks, which are among the best in the world.

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OK, I agree

No, thanks



<https://ec.europa.eu/chafea/agri/>



The screenshot shows the CHAFEA website interface. At the top, there's a blue header with the European Commission logo and the text "CHAFEA Promotion of agricultural products". Below this is a navigation bar with links like "NEWSROOM & EVENTS", "ENTER NEW MARKETS", "FUNDING OPPORTUNITIES", "CAMPAIGNS", "GET CONNECTED", and "REGISTER/SIGN IN". A search bar is also present. The main content area features a large banner for "FUNDING OPPORTUNITIES" with an illustration of a watering can and a tractor. Below the banner are four columns with icons and text: "EXPLORE FUNDING OPPORTUNITIES", "ENTER NEW MARKETS", "FIND A PROJECT PARTNER", and "WHY REGISTER?". The footer shows the system clock and taskbar.

CHAFEA  
Promotion of agricultural products

EUROPA > European Commission > Chafea > Promotion of agricultural products

REGISTER/SIGN IN

**FUNDING OPPORTUNITIES**

Find all you need to apply for co-funding to promote your agri-food products.

**LEARN MORE**

**EXPLORE FUNDING OPPORTUNITIES**

Learn more about available funding, eligibility criteria and application procedures.

**ENTER NEW MARKETS**

Information on markets, exporting procedures, intellectual property rights and more.

**FIND A PROJECT PARTNER**

Search for relevant partner organisations to submit a joint application for funding.

**WHY REGISTER?**

Register to access additional information and tools:

- Market reports
- Project partner search tool

<https://ec.europa.eu/chafea/agri/funding-opportunities/eligibility/check-tool>

# Eligibility checker

**1. My organization is established in one of the Member States of the European Union \***

☐ Yes

☐ No

**Find partners:**  
**<https://ec.europa.eu/chafea/agri/get-connected>**

## Get connected

To receive funding under the calls for Multi programmes for the promotion of agricultural products, unless you are an EU level organisation, you will need to submit a joint application, together with organisations from at least one other EU Member State. If you are interested in the calls for Simple programmes, you may also wish to find partners in your own country. Use the tool below to identify relevant partners (you must have registered with the website to do this).

### What are the benefits of connecting with other partners?

Having partners will open up funding opportunities: applications under the calls for multi programmes must be submitted by at least two proposing organisations from at least two EU Member States. Working with partners will also help you gain new valuable experience, make beneficial contacts for the future and increase your own organisation's visibility.



Use the search to identify relevant partner organisations. Alternatively, if you [register](#), you may browse the 'Cooperation profiles' created by individual organisations, which include programme's product details and target countries. Clicking on a profile will take you to the partner's page, containing the partners' needs, quick facts and contact information.

**FIND PARTNERS**

(  registered users only)

**<https://ec.europa.eu/chafea/agri/products-sector/honey-and-beekeeping-products>**

## Honey and beekeeping products

### The Food and Beverage Market Entry Handbook: Egypt

The handbook provides an overview of the opportunities for the agri-food sector in Egypt as well as important market entry information.

[Read more](#)

### Factsheet: EPA & Geographical Indications

The aim of this factsheet is to explain to EU exporters of products protected by EU geographical indications (GIs), the opportunities offered by the EU-Japan Economic Partnership Agreement (EPA) as regards such protection in Japan.

[Read more](#)



## Campaigns map and statistics:

<https://ec.europa.eu/chafea/agri/campaigns/map-and-statistics-target-countries>





# FAQ

<https://ec.europa.eu/chafea/agri/faq.html>

Find your answers in the  
**FREQUENTLY ASKED  
QUESTIONS**



1. Main rules of the basic act, delegated and implementing acts

2. Application, Selection and Management of programmes

3. Annual Work Programme for 2018

## 1.1. Introduction and definitions

[1.1.1 What is a promotion programme?](#)

[1.1.2 Why was the promotion policy reformed in 2014?](#)

[1.1.3 What are the main changes compared to the previous system?](#)

[1.1.4 The rules concerning the promotion aid scheme are in 4 different legislative texts, where could I find a more user-friendly compilation of the rules?](#)

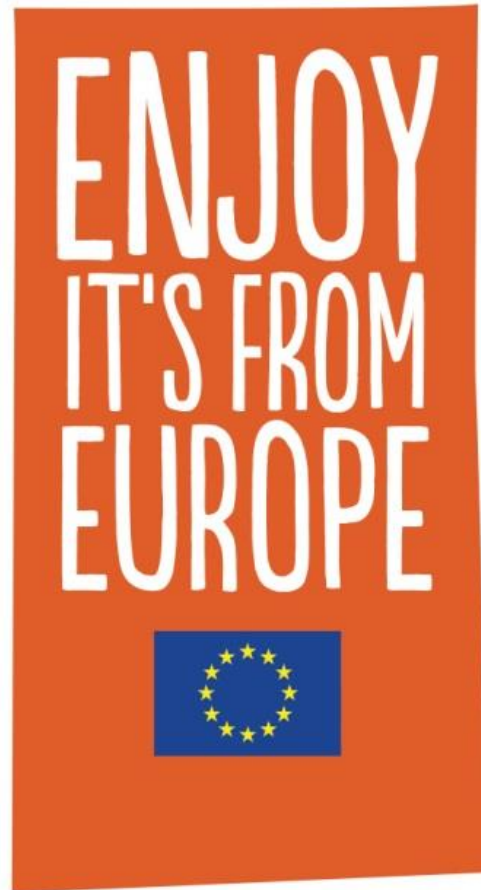
[1.1.5 What is a "simple" promotion programme and what is a "multi" promotion programme?](#)

[1.1.6 What should be the size of a promotion programme in terms of budget?](#)

[1.1.7 Can you give examples of successful promotion programmes co-financed by the EU?](#)

## Take away messages

- **Calls for proposals in January: agricultural organisations are encouraged to apply!**
- **All info (technical portal, support for exporters, find partners, good practices) at:**  
**<https://ec.europa.eu/chafea/agri/>**
- **Info day Brussels: various Info days in MS**



**Thank you!**