

Strengthening exports and the international reputation of EU agri-food products through the promotion policy

Presentation to DG AGRI Agri-food Promotion Policy Review

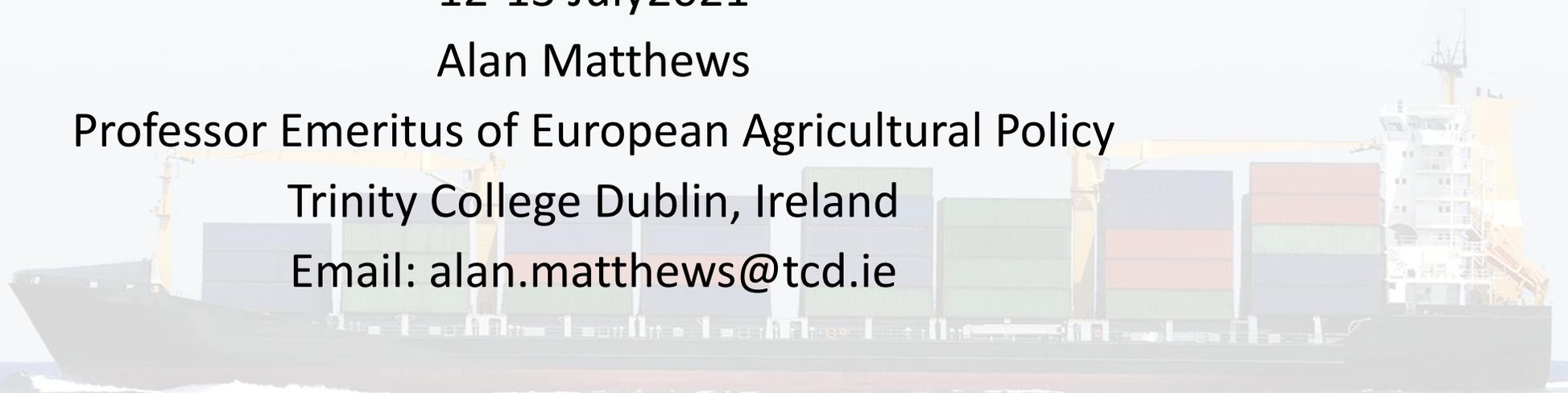
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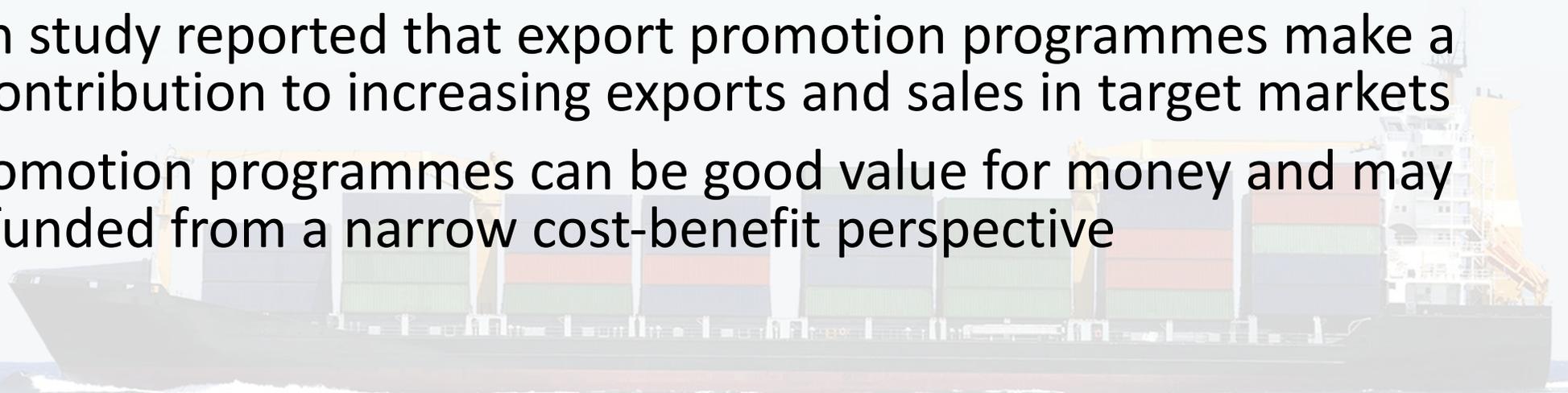
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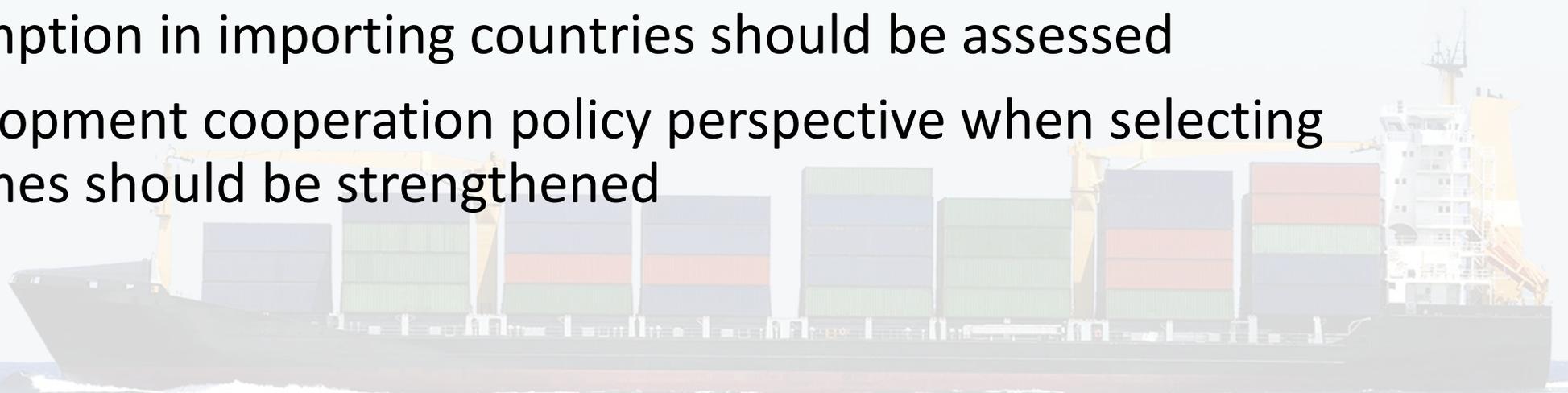
Export promotion policy

- The objectives for promotion measures apply equally to EU and non-EU markets
- But a stronger emphasis in export promotion activities on the objectives of increasing sales, increasing market share, and increasing the consumption of EU products abroad, specifically focusing on those countries that have the highest growth potential
- The last reform of promotion policy increased the focus on non-EU markets
- Evaluation study reported that export promotion programmes make a positive contribution to increasing exports and sales in target markets
- Export promotion programmes can be good value for money and may be underfunded from a narrow cost-benefit perspective



Coherence with Green Deal and Farm to Fork Strategy

- Farm to Fork (F2F) Strategy recognises need to accelerate the transition to a more sustainable food system
- Export promotion policy can support the external dimension of the F2F Strategy that seeks to promote the global transition
- Export promotion policy can support farmers in making the green transition
- Whether the promoted products encourage an unsustainable pattern of consumption in importing countries should be assessed
- The development cooperation policy perspective when selecting programmes should be strengthened



Ensuring the credibility of sustainability claims

- Argument that because of high mandatory standards all EU products are sustainable is refuted by existence of Green Deal and F2F Strategy
- 2021 work programme included a new sub-criterion under ‘relevance’, namely “contribution of the proposed information provision and promotion project in respect of the objectives of the climate and environmental ambition of the CAP, the Green Deal and Farm to Fork strategies, in particular on sustainability of production and consumption”
- Desirable to have more verifiable and objective criteria
- Commission’s commitment to a sustainable food labelling framework



Looking ahead – reforming agri-food promotion policy

- *Which of the three policy options in the Commission's inception impact assessment is most likely to underpin the sustainability claims the EU wishes to communicate to third country markets and to support farmers in the green transition?*
- Option 1: use enhanced selection and evaluation criteria to positively discriminate in favour of promotion programmes consistent with F2F Strategy
- Option 2: a more focused policy scope on promotion measures that favour sustainable agricultural production and consumption
- Option 3: a more explicit *a priori* limitation of applications through the introduction of new conditionality requirements and eligibility criteria or the exclusion of certain sectors to incentivise applicants to demonstrate support for the F2F objectives

