

Promotion of Agricultural Products (AGRIP)

FAQs in English

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17014	What is a promotion programme under the EU policy for Promotion of Agricultural Products?	<p>The EU helps the sector's professionals to finance information and promotion campaigns. By explaining to consumers and importers the standards and the quality of EU agri-food products, EU promotion programmes can help European producers in an increasingly competitive world.</p> <p>A promotion programme is a coherent set of operations which can include advertising campaigns in the press, on television, on radio or on the Internet; point-of-sale promotions; public relations campaigns; participation in exhibitions and fairs, and a range of other activities. It can be a B2B campaign or B2C campaign. It shall be implemented over a period of at least one year but no more than three years.</p> <p>A promotion programme shall aim to:</p> <p>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;</p> <p>raise awareness of the authenticity of European protected designations of origin, protected geographical indication and traditional specialities guaranteed.</p>
17016	In the context of EU policy for Promotion of Agricultural Products, what is a "simple" promotion programme and what is a "multi" promotion programme?	<p>A simple programme is a promotion programme submitted by one or more proposing organisations from the same Member State.</p> <p>A multi programme is a programme submitted by at least two proposing organisations from at least two Member States or one or more European organisations.</p>
17017	What should be the size, in terms of budget, of a proposal under the EU policy for Promotion of Agricultural Products?	There is no budgetary requirement.
17018	Can you give examples of successful promotion of agricultural products programmes co-financed by the EU?	Some examples of past promotion programmes are available here .
17036	Can REA helpdesk confirm that my organisation is eligible under the EU policy for Promotion of Agricultural Products?	<p>REA cannot validate the eligibility of potential proposing organisations prior to submission of the proposal.</p> <p>Potential applicants must proceed to a careful examination of all the conditions in order to establish whether their statute and the type of actions they have in mind are in conformity with the legal rules. It is indeed up to the interested parties to make sure that they comply with the regulations in force.</p>
17037	What are the eligible products and schemes under the EU policy for Promotion of Agricultural Products?	<p>A promotion programme may cover the following products:</p> <p>The products listed in Annex I to the Treaty on the Functioning of the European Union (TFEU), excluding tobacco.</p> <p>The following processed products: beer, chocolate and derived products, bread, pastry, cakes, confectionery, biscuits and other baker's wares, beverages made from plant extracts, pasta, salt, natural gums and resins, mustard paste, sweetcorn, cotton.</p> <p>The spirit drinks with a protected geographical indication.</p> <p>The wine with designation of origin or protected geographical indication status and wine carrying an indication of the wine grape variety; in the case of simple programmes, wine shall be associated</p>

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		<p>to one or several other products. The fisheries products if associated to one or several products.</p> <p>In Annex I of the Treaty on the Functioning of the European Union (TFEU), the products are listed with further reference to the Combined Nomenclature (CN). You should therefore first identify the CN code of the product you wish to promote and then check if that CN code is listed in Annex I to the TFEU. The combined nomenclature and its explanatory notes can also be useful to assess the eligibility of your product(s). A promotion programme may cover the following schemes:</p> <p>The EU quality schemes, namely PDO (protected designation of origin), PGI (protected geographical indication) and TSG (traditional specialty guaranteed). The EU logo on organic production method. The EU RUP logo for the outermost regions National quality schemes, provided that the visuals respect the rules on origin. A programme covering a scheme may be illustrated by one or several products. In the internal market, these products shall appear in secondary message in relation to the main Union message.</p>
17038	<p>In the context of the EU policy for Promotion of Agricultural Products, why have topics been chosen on increasing the consumption of fruit and vegetables in the internal market in the frame of "proper dietary practices"?</p>	<p>The fruit and vegetables sector faces persisting and new challenges such as: declining consumption and exports volume, repeated market crises (e.g. Russian embargo), market access difficulties mostly due to tariff and non-tariff barriers as well as a structurally weak bargaining position vis-à-vis large-scale retail and processors. The Commission is also committed to promote proper dietary practices, in line with the Tartu call for a healthy lifestyle and the European Commission's white paper on a strategy on nutrition, overweight, and obesity related health issues.</p> <p>Programmes shall highlight the benefits of consuming fresh fruit and vegetables in a balanced diet. The messages could notably focus on: aiming at having at least 5 portions of a variety of fruit and vegetables each day; the place of fruit and vegetables in the food pyramid, beneficial impact on health, etc.</p> <p>Fruit and vegetables' proposals are also eligible under other topics in the internal market for simple and under Topic AGRIP-MULTI-2021 IM for multi. For fruit and vegetables' programmes proposed under other topics, the message shall be different than highlighting the benefits of consuming fruit and vegetables within a balanced and proper diet (except if fruit and vegetables are associated with (an)other product(s)).</p> <p>These topics cover all types of fresh fruit and vegetables listed in Part IX of Annex I to the Regulation (EU) No 1308/2013, as well as fresh bananas listed in Part XI of that Annex.</p>
17039	<p>Is wine eligible under the EU policy for Promotion of Agricultural Products?</p>	<p>Wine with designation of origin or protected geographical indication status or wine carrying an indication of the wine grape variety is indeed eligible. Note that, in the case of simple programmes, wine must be associated with other products (wine and cheese for instance). Promotion campaigns on wine (the same applies to spirit drinks and beer) targeting the internal market shall be limited to informing consumers of the quality schemes or of the responsible consumption of these beverages.</p>

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17040	In the context of EU policy for Promotion of Agricultural Products, what should be the content of a promotion programme of wine, beer or spirit in the internal market?	In the internal market, with regard to spirits, wine and beer, a promotion shall be limited to (i) informing consumers of the EU quality scheme in its main message (illustrated by one or several products) or (ii) informing consumers of the responsible consumption of those beverages, or (iii) both. Tastings and distribution of samples are not allowed in the context of campaigns on responsible drinking implemented in the internal market; these activities are however acceptable if ancillary to and supportive of the provision of information measures on the quality schemes and organic production method.
17041	Are the fishery and aquaculture products eligible under the EU policy for Promotion of Agricultural Products?	Yes, fishery and aquaculture products are eligible if they are listed in Annex I to Regulation (EU) No 1379/2013 and associated with other products.
17042	Which proposing organisations are eligible under the EU policy for Promotion of Agricultural Products?	Trade or inter-trade organisations, established in a Member State or at Union level, and representative of the sector(s) concerned in that Member State or at Union level, and groups of producers and processors active in geographical indications. A trade or inter-trade organisation shall be deemed to be representative (i) where it accounts for at least 50% as a proportion of the number of producers, or 50 % of the volume or value of marketable production of the product(s) or sector concerned, in the Member State concerned or at Union level; but lower percentages may be accepted if justified or (ii) where it is an interbranch organisation recognised by the Member State. Producer organisations or associations of producer organisations that have been recognised by a Member State. Agri-food bodies involved in a mission of public interest in charge of promotion. Those bodies must have been legally established in the Member State in question at least two years prior to the date of the call for proposals. They shall be representative of the product/sector by means of having representatives of product/sector among its memberships (with the exception of programmes carried out after a loss of consumer confidence). Only applications from entities established in EU Member States are eligible. The proposing organisation shall have the necessary technical, financial and professional resources to carry out the programme effectively. In order to boost competition and ensure the widest access possible to EU funding, a proposing organisation shall not receive support for information for the same campaign more than two consecutive occasions. This means that a campaign can last for a maximum of six years.
17043	In the context of EU policy for Promotion of Agricultural Products, how can I find data on representativeness of a proposing organisation to demonstrate the 50% threshold? What if I cannot demonstrate it?	Trade organisations generally have data on the market. It is generally one of their objectives: improving knowledge and the transparency of production and the market of a sector, including by publication of aggregated statistical data on production costs, prices, etc. There is no need to ask any national authority to certify these data. In an application for EU funding, these data shall be easy accessible (extract of studies or link with webpages, etc.). In addition, according to Article 2 of the Delegated Regulation (EU)

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		No 1829/2015, lower thresholds of representativeness can be accepted in duly justified cases, such as a specific structure of the market.
17044	I am a trade organisation of producers of hop. In the context of EU policy for Promotion of Agricultural Products, can I submit a proposal for a campaign on beer, even though I do not represent the final product?	According to the Regulation (EU) No 1144/2014, a trade organisation can submit a proposal provided that it is representative of the sector or the product concerned by the programme. If the promotion programme concerns beer, it is up to the trade organisations of that sector to submit a proposal. The conditions of representativeness are detailed in Article 1 of the Delegated Regulation (EU) No 1829/2015. The criterion of 50 % of the number of producers or 50 % of volume or value of marketable production applies to the product(s) or sector concerned by the programme. If a proposing organisation, which may be a consortium of several professional organisations, does not fulfil that condition, it could still provide a proof of representativeness, pursuant to the derogation provided for in paragraph 2 of this Article.
17045	Trade organisations of my country are organised on a regionalised basis, so that I do not reach the threshold. In the context of EU policy for Promotion of Agricultural Products, can I benefit from the derogation on representativeness?	Yes, in that case, the proposing organisation will need to explain that because of the administrative organisation of its country, there are only "regional" trade organisations and that it cannot reach the 50% threshold. It shall belong to the proposing trade organisation to demonstrate that it can still be considered as representative of the product or sector concerned, due to i.e. its share in the region concerned, at Member State level, exports, etc.
17076	Under AGRIP, what does "having the necessary technical, financial and professional resources to carry out the programme effectively" mean? Shall the beneficiary have the funds equivalent to the overall costs of the programme in its bank account?	The operational and financial capacity of an organisation will be assessed on a case-by-case basis taking into account the nature of the programme to be implemented. The relevant selection criteria are listed in detail in Section 7 of the call for proposals. Organisations can check their financial viability using the financial self-check tool available on the Funding & Tenders Portal.
17077	I am a private company, am I eligible for EU funding for promotion programmes under the EU policy for Promotion of Agricultural Products?	In general no, as only the proposing organisations listed under 1.2.6 can be eligible. The promotion policy is not aimed to finance the advertising of a private business company. It is designed to have generic campaigns on products or schemes benefiting to a whole sector. Nevertheless, in certain cases, it is not excluded that some of the eligible proposing organisations may be registered as private companies. This could be for example the case of a private company that would be considered as a group under Regulation (EU) No 1151/2012 thus eligible proposing organisation in accordance with Article 7(1) of Regulation (EU) No 1144/2014.
17087	I am a newcomer to the system, can I apply for promotion programmes under the EU policy for Promotion of Agricultural Products?	Yes, provided that you respect the conditions of eligibility. Promotion campaigns co-financed by the Union should aim at opening new markets and should be undertaken by a wider range of organisations. In case of "Agri-food bodies involved in a mission of public interest in charge of promotion", they must have been legally established in the Member State in question at least two years prior to the date of the call for proposals.

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17092	What are the main eligibility criteria of a promotion programme under the EU policy for Promotion of Agricultural Products?	<p>The eligibility criteria are defined in the annual work programme and in the call for proposals. Simple and multi programmes need to have a Union dimension, both in terms of content of the message and impact, in particular to provide information on European production standards, the quality and safety of European food products and European dietary practices and culture, promote the image of European products on the internal market and international markets, raise awareness of European products and logos among the general public and in commercial undertakings. This means in particular for a programme in the internal market covering one or more schemes (PDO-PGI-TSG, organic, Rup) to focus on the(se) scheme(s) in its main Union message, one or several products illustrated by one or several products in secondary message.</p> <p>Besides, the simple programmes shall be of a significant scale, notably in terms of its foreseen measurable cross-border impact. In the internal market, this means that a programme shall be implemented in at least two Member States with a coherent share of the allocated budget, or be implemented in one Member State if that Member State is different from the Member State of origin of the proposing organisation(s). This requirement does not apply to programmes relaying a message which concerns the Union quality schemes and to programmes relaying a message which concerns proper dietary practices.</p>
17093	Can a programme under the EU policy for Promotion of Agricultural Products convey a health message?	<p>Yes, but this message shall, in the internal market, comply with the Annex to Regulation (EC) No 1924/2006, or be accepted by the national authority responsible for public health in the Member State where the operations are carried out. In third countries, it shall be accepted by the national authority responsible for public health in the country where the operations are carried out.</p>
17094	Our organisation is currently implementing co-financed programmes on information provision and promotion measures. In the context of AGRIP, can we present a new distinct project to be implemented in the same target markets as our on-going programmes?	<p>It is possible to apply for a grant for a programme which is different from the one already financed from the Union budget, even if such a programme targets the same market. If the applicant plans to implement programmes in parallel and some of the activities are common to both programmes, the relevant costs shall be declared only once.</p>
17095	In the context of EU policy for Promotion of Agricultural Products, how can an agri-food body demonstrate its eligibility?	<p>In line with Article 7(1) of Regulation 1144/2014, the conditions for eligibility of agri-food sector bodies are the following:</p> <p>It is an agri-food sector body.</p> <p>Its objective is to provide information on, and to promote, agricultural products.</p> <p>It has been entrusted, by the Member State concerned, with a clearly defined public service mission in this area.</p> <p>It has been legally established in the Member State in question at least two years prior to the date of the call for proposals.</p> <p>In addition, in order to be considered representative, the agri-food sector body must have representatives of the product(s) or sector concerned by the programme among its memberships. The condition on membership can be fulfilled via mandatory financial contributions of representatives of the product(s) or sector concerned.</p>

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17096	In the context of EU policy for Promotion of Agricultural Products, can my organisation be recognised at a regional level?	A producer organisation or an association of producer organisations as referred to in Article 7(1)(c) of Regulation (EU) No 1144/2014 shall be deemed to be representative of the product(s) or sector concerned by the programme where it is recognised by the Member State in accordance with Articles 154 or 156 of Regulation (EU) No 1308/2013 or with Article 14 of Regulation (EU) No 1379/2013. If in a particular Member State such recognition is established at the regional level, the criterion of representativeness will be considered as fulfilled.
17098	What are the costs eligible for Union funding under the EU policy for Promotion of Agricultural Products?	The eligible costs shall be incurred by the proposing organisation during the implementation of the programme, with the exception of the costs relating to final reports and evaluation. The following categories of costs are eligible for Union funding: costs relating to an advance guarantee provided by a bank or financial institution and lodged by the proposing organisation; costs relating to external audits where such audits are required in support of the requests for payments; personnel costs limited to salaries, social security charges and other costs included in the remuneration of personnel assigned to the implementation of the programme; value added tax where it is not recoverable under the applicable national VAT legislation and is paid by a beneficiary other than a non-taxable person; the costs of studies to evaluate the results of promotional and information measures; indirect eligible costs shall be determined by applying a flat rate of 4 % of the total direct eligible personnel costs of the proposing organisation.
17099	In the context of EU policy for Promotion of Agricultural Products, what is considered as double-funding?	A proposing organisation who already receives Union financing for the same information provision and promotion measures shall not be eligible for Union financing for those measures under the promotion Regulation (EU) No 1144/2014.
17100	In the context of EU policy for Promotion of Agricultural Products, can we apply for a grant which is lower than the theoretical maximum EU contribution?	It is indeed possible to apply for a grant amount which is lower than the theoretical amount calculated by applying the EU co-financing rate to the estimated total costs. It is up to the applicant to determine the amount of EU co-financing requested in its application. The reimbursement rate is fixed (70-80%) and applied to the eligible costs submitted by the applicant up to the maximum grant amount.
17101	In the context of EU policy for Promotion of Agricultural Products, can the national or local government contribute to the own financing?	Financial contributions of national or local governments are not allowed in the context of the calls for proposals for promotion of agricultural products.
17102	In the context of EU policy for Promotion of Agricultural Products, can the members of my organisation cover the own financing?	Financial contributions given to a beneficiary by the members of the proposing organisation, specifically to be used for costs that are eligible under the programme, are allowed and will be considered as receipts.

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17103	Are costs of samples eligible for promotion programmes under the EU policy for Promotion of Agricultural Products?	Yes, if reasonable and duly justified, the costs of samples will be considered as eligible. The Programme Guide provides more details on how to present those costs.
17104	In the context of EU policy for Promotion of Agricultural Products, who can implement the programme?	For simple programmes, there is a legal requirement to implement the programme with the support of an implementing body. The proposing organisation shall choose the bodies that will implement the programme with a view, in particular, to ensuring that measures are implemented effectively. Nevertheless, a proposing organisation may implement certain parts of a programme itself, if the proposing organisation has at least three years' experience in implementing information provision and promotion measures; and if the proposing organisation ensures that the cost of the measure which it plans to carry out itself is not in excess of the normal market rates.
17105	How is the implementing body selected for programmes under the EU policy for Promotion of Agricultural Products?	Proposing organisations must select bodies responsible for implementing the programmes through the appropriate competitive procedure ensuring best value for money. In doing so, they must avoid any situation where the impartial and objective implementation of the programme is compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest ('conflict of interests'). Where the proposing organisation is a body governed by public law within the meaning of Directive 2014/24/EU, it must select bodies responsible for implementing simple programmes in accordance with the national legislation transposing this Directive. The Commission has zero tolerance towards conflict of interests. The existence of a conflict of interests may lead to termination of the grant or the beneficiary, grant reduction or any other measure described in the grant agreement.
NEW	Can an implementing body be involved in drafting a project proposal?	Involvement of an implementing body in drafting a project proposal may raise high concerns about the existence of a conflict of interests, unless selected prior to the application and where the procedure guarantees the avoidance of conflict of interest and ensures best value for money. Beneficiaries must take all measures to prevent any situation where the impartial and objective implementation of the Agreement and the EU budget could be compromised. The existence of a conflict of interests may lead to termination of the grant or the beneficiary, grant reduction or any other measure described in the grant agreement.
17106	In the context of EU policy for Promotion of Agricultural Products, if I have already a framework contract with an implementing body: could I keep this one?	Yes, if the conditions set out above are respected. In other words, the existing framework contracts must have complied with best value-for-money and absence of conflict of interests at the time of their award.
17107	Can the implementation of a programme under the EU policy for Promotion of Agricultural Products, be entrusted to a company that has been established, owned or financed by the proposing organisation?	Starting from calls for proposals published in 2021, entities which are linked to the beneficiary can receive financial support from the beneficiary in the form of grants. Such entities need to be identified already in the project proposal that also specifies the maximum amount of the financial support. Beneficiaries have to ensure that the costs charged to the action are limited to the costs actually incurred by those third parties. They need to comply with the principle of sound financial management and keep records. Detailed conditions are provided in the Call for proposals, as well as in article 9.4 of the grant agreement.

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17108	When should the actions start for programmes selected under the EU policy for Promotion of Agricultural Products?	<p>The starting date of the implementation of the programme shall be the first day of the month following the date of entry into force of the contract/agreement; it may be postponed to up to 6 months after the date of entry into force of the agreement if it is so foreseen and justified in the description of the action, in particular due to seasonality of the product concerned by the programme or participation in a specific fair or event.</p> <p>Financial support may apply only to costs pertaining to the implementation of the programme that have arisen after the date of signature of the grant agreement.</p> <p>Exceptionally, a grant for a multi programme may be awarded for an action which has already begun only where the applicant can demonstrate in its proposal the need to start the action before the grant agreement is signed. For example, a typical case would be a situation where the applicant needs to book a space at a trade fair and pay a deposit to the fair organisers several months in advance. In such cases, costs eligible for financing may not have been incurred prior to the date of submission of the grant application. This possibility is however not foreseen for simple programmes due to a different management mode and legal basis.</p>
17109	When should I select the implementing body for programmes co-financed under the EU policy for Promotion of Agricultural Products?	<p>In case of simple programmes, grant agreements are concluded within three months following the adoption of the EC decision announcing accepted and rejected proposals. Before the signature of the grant agreement, the Member State will validate the procedure for selection of the implementing body.</p> <p>In case of multi programmes which are managed by REA, the grant signature process also takes up to three months. The programme can start even if the implementing body is not yet selected.</p> <p>In both cases, the applicants may wish to carry out the selection procedure prior to receiving feedback on the outcome of evaluation of their proposal and include an appropriate suspension clause in their tender documents/contract with the implementing body.</p>
17110	In the context of EU policy for Promotion of Agricultural Products, what is meant by the "main Union message" of a promotion programme?	<p>The Union promotion scheme should supplement promotion schemes run by Member States or private sectors and should focus on a Union message. The main message thus needs to make reference to Europe in general, to the EU, to the CAP, EU legislation, EU products or EU production standards. In case of European quality schemes, the main Union message shall focus on the scheme itself.</p> <p>You can find examples of "Union messages" by browsing past or on-going co-financed campaigns.</p> <p>The Union message is linked to the Union dimension which is assessed both in terms of content of the message and impact. To present the Union dimension, the applicants shall clearly describe how the proposed programme will disseminate information on and promote one or several specific features of EU agricultural production methods and products, such as European dietary practices and culture, food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability, and the characteristics of EU agricultural and food products, particularly in terms of their quality, taste, diversity or traditions.</p>
17111	In the context of EU policy for Promotion of Agricultural Products, why and how should the signature "Enjoy, it's from Europe" be used?	<p>The signature "Enjoy, it's from Europe" is the common signature of all EU co-financed programmes. It shall be displayed on each campaign material. Note that the signature is not intended to be used as the main message of the campaign.</p> <p>Instructions on the use of the signature are available here.</p>

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17112	How can origin be mentioned in promotion material for programmes under the EU policy for Promotion of Agricultural Products?	<p>Information provision and promotion measures shall not be origin-oriented. Such measures shall not aim to encourage the consumption of a product on the sole ground of its origin. Nevertheless, it shall be possible for the origin of products to be visible on information and promotional material, subject to the following rules:</p> <p>In the internal market, the mention of the origin must always be secondary in relation to the main Union message of the campaign. In third countries, the mention of the origin may be on the same level as the main Union message of the campaign.</p> <p>For products recognised under the quality schemes referred to in point (a) of Article 5(4), the origin registered in the denomination may be mentioned without any restriction.</p> <p>The main message of the programme shall be a Union message and shall not focus on a specific origin. The main Union message of the programme shall not be obscured by material related to the origin of the product, such as pictures, colours, symbols or music.</p> <p>The mention of origin on information and promotional material shall be limited to the national origin, namely the name of the Member State, or to a common supra-national and pan-European origin (such as Mediterranean, Alpine, Nordic, Baltic, etc.). The mention of origin may be explicit (name of the country) or implicit (flag, logo). Any mention of origin shall not amount to a restriction of the free movement of agricultural and food products, it shall complement the main Union message. The mention of origin shall appear in a separate area from that devoted to the main Union message.</p> <p>The mention of origin on information and promotional material shall be limited to visual material. Mention of the origin shall only be made in written material. Therefore, it is impossible to have a "main" and "secondary" message in – for example - a radio spot or voice over of a video.</p>
17113	In the context of EU policy for Promotion of Agricultural Products, can a national organic logo be displayed alongside the EU organic logo?	<p>National quality schemes are eligible under Regulation 1144/2014. Nevertheless, if the national logo contains a reference to origin, certain conditions should be respected:</p> <p>If it is a campaign on the internal market the national logo could only be mentioned in a manner secondary in relation to the main Union message, i.e. the EU organic logo, of the campaign.</p> <p>If it is a campaign in third countries, the national logo could be mentioned at the same level as the main Union message of the campaign.</p>
17114	In the context of EU policy for Promotion of Agricultural Products, why is the mention of the regional origin not allowed?	<p>The mention of origin on information and promotional material shall indeed be limited to the national origin, namely the name of the Member State, or to a common supra-national origin.</p> <p>Allowing the mention of origin should not undermine the EU policy of quality schemes (PDO, PGI, STG, RUP). If the mention of a local origin was allowed for a product which does not have an EU quality logo, it would create confusion with all the EU quality policy: generic English Lamb Vs. specific Welsh Lamb PGI for instance.</p> <p>The whole policy on quality logos would then be weakened. To limit this problem, only the national origin can be mentioned.</p> <p>Nevertheless, a regional origin can be mentioned if it is in the logo of a national quality scheme, provided that it respects the rules on origin defined in the Regulation (EU) No 1144/2014 (in a secondary message compared to the main Union message of the campaign, at the same</p>

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		level as the main Union message).
17115	What is eligible as pan-European origin under the EU policy for Promotion of Agricultural Products?	The mention of origin on information and promotional material can indeed also refer to a common supra-national origin (such as Mediterranean, Alpine, Nordic, Baltic, etc.). It shall correspond to a large pan-European geographical area which comprises several Member States. Nevertheless, smaller cross border regions (Limburg, Flanders, Thrace, etc.) are not eligible, in the sense that they do not constitute a sufficiently wide pan-European reference; and their mention could also create confusion with the names of regional EU quality schemes.
17116	How can brands be mentioned under the EU policy for Promotion of Agricultural Products?	<p>Information provision and promotion measures shall not be brand-oriented. Nevertheless, it shall be possible for commercial brands of promoted products of the proposing organisations to be visible during demonstrations or tastings and on the printed information and promotional material displayed or distributed during demonstrations and tastings, provided that the principle of non-discrimination is respected and that the overall, non-brand-oriented nature of the measures remains unchanged. The principle of non-discrimination shall ensure equal treatment and access for all brands of the proposing organisation. It means that the proposing organisation shall keep evidence that all members of the proposing organisation concerned have been given an equal opportunity to display their brands. Each brand shall be equally visible and its graphic presentation shall use a separate and smaller format than the main Union message of the campaign. A minimum of 5 brands shall be displayed, except in duly justified circumstances pertaining to the specific situation of the Member States concerned.</p> <p>During demonstrations and tastings, brands may only be displayed:</p> <ul style="list-style-type: none"> -together in a banner located on the front of the counter of the stand or equivalent support. That banner shall not exceed 5% of the total surface area of the front of the counter of the stand or equivalent support; or -individually, in separate and identical booths in a neutral and identical way, on the front of the counter of the booth or equivalent support for each brand. In that case, the display of the brand name shall not exceed 5% of the total surface area of the front of the counter of the booth or equivalent support. <p>on the printed material distributed during demonstrations or tastings, brands may only be displayed together in a banner at the bottom of the page which shall not exceed 5% of the total surface area of that page.</p> <ul style="list-style-type: none"> -for websites, brands may only be displayed together in either of the following two ways: <ul style="list-style-type: none"> *in a banner located at the bottom of the webpage, which shall not exceed 5% of the total surface area of the webpage, where each brand shall be smaller than the emblem of the Union referring to the co-financing of the Union; *on a dedicated webpage distinct from the home page, in a neutral and identical way for each brand.

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17117	In the context of EU policy for Promotion of Agricultural Products, the rules on brands are quite strict: Why imposing a minimum of 5 brands together and not less? Why only 5 % of the surface dedicated to brands?	<p>A minimum of five brands shall be displayed, so that the promotion campaign remains a generic campaign and not an advertising campaign for a limited number of private companies. It is nevertheless possible to display less than five brands if there are fewer brands in the Member State of origin of the proposing organisation for the product or scheme subject of the programme; and if it has not been possible to organize a multi-product or multi-country programme permitting more brands to be displayed.</p> <p>Similarly, in order to guarantee that the display of brands will not weaken or divert the main European message, it is important to fix a maximum percentage of 5 % for the surface of communication dedicated to brands.</p> <p>These requirements guarantee the fundamental principle of the Regulation (EU) No 1144/2014 stating that promotion programmes should not be brand-oriented.</p>
17118	In the context of EU policy for Promotion of Agricultural Products, what is the technical support?	<p>The Commission intends to develop technical support services, in particular with a view to:</p> <ul style="list-style-type: none"> encouraging awareness of different markets by providing country, market research and statistical reports on key target countries listed in the annual work programme, maintaining a dynamic professional network around information and promotion policy, including providing advice to the sector and best practices, improving knowledge of Union rules concerning programme development and implementation, mainly by providing adequate information online, organising or participating in events and fostering the development of a network of agro-food operators with the aim of helping operators to take part in co-financed programmes, to conduct effective campaigns or to develop their export activities.
17119	How can I apply for promotion programmes co-financing under the EU policy for Promotion of Agricultural Products?	<p>The application should be done online via the dedicated portal. The potential beneficiary should register and get a Participant Identification Code (PIC).</p> <p>A guide for applicants will be provided for each call for proposals with all practical details. To get more familiar with the portal and those rules, it is advised to check the existing guidance documents.</p>
17120	In which language can a programme be submitted under the EU policy for Promotion of Agricultural Products?	<p>In principle, project proposal applications may be submitted in any official language of the European Union. However:</p> <p>For multi programmes: applicants are encouraged to submit their proposal in English to facilitate processing of the application including its review by independent experts who provide technical input to the evaluation. In addition, applicants should be aware that REA will, in principle, use English to communicate with beneficiaries regarding the follow up and the monitoring of the co-financed programmes (grant management stage).</p> <p>For simple programmes: applicants should take into account that contracts will be managed by the Member States. Consequently, applicants are encouraged to submit their proposal in the language(s) of the Member State of origin of the proposing organisation(s) unless if the Member State concerned has indicated its agreement to sign the contract in English (this information is available here).</p> <p>In addition, if the technical part of the application is written in another EU official language than English, it should also include an English translation in order to facilitate assessment by the evaluators.</p>

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ID	QUESTION	ANSWER
17121	In the context of EU policy for Promotion of Agricultural Products, can I contact my national Ministry for advice and information?	Yes. Member States are not involved in the selection procedure, but they are in charge of the management of simple promotion programmes. Thanks to their expertise, they may have a role of adviser in the conception of the programme for the proposing organisation (for both simple and multi programmes) or share best practices from previous programmes. Their contact details are available in the list of competent national authorities .
17123	In the context of EU policy for Promotion of Agricultural Products, can the financial capacity be proven by our members if my proposing organisation has a weak financial capacity?	Financial standing of entities which do not have the legal status of (co)applicants may not serve as an element to assess the financial capacity of applicants. Nevertheless, a weak financial capacity of an applicant should not prevent it from submitting a proposal. All applicants are invited to run a financial viability self-check and to address the results of this check in section 8 of the technical proposal. In particular, if the result of such self-check is "weak", they shall explain how the liquidity will be provided (in addition to pre-financing).
17124	In the context of EU policy for Promotion of Agricultural Products, shall we appoint and have a validated LEAR (Legal Entity appointed representative) before the submission of our application?	The appointment of a LEAR is not necessary at the submission stage. In order to complete the registration process, applicants only need to provide the information requested in sections "Organisation data", "Legal address" and "Contact information". The LEAR will be validated only for multi programmes which are selected for co-financing.
17125	How are simple programmes and multi programmes selected under the EU policy for Promotion of Agricultural Products?	The Commission evaluates and selects simple and multi programme proposals received in response to the call for proposals.
17127	What are the main award criteria under the EU policy for Promotion of Agricultural Products?	The award criteria are defined in the annual work programme and in the call for proposals. To be assessed against the award criteria, the proposals shall meet the eligibility, exclusion and selection (e.g. stable and sufficient sources of funding) criteria. Three independent experts will examine each proposal against the award criteria defined in the annual work programme.
17128	How are simple programmes and multi programmes managed under the EU policy for Promotion of Agricultural Products?	Simple programmes are managed under shared management with the Member States. Multi programmes are managed under direct management by the Commission's executive agency REA. A one-stop shop at REA facilitates management of multi programmes which are implemented by beneficiaries located in several countries.
17129	In the context of EU policy for Promotion of Agricultural Products, what is the role of REA?	The Research Executive Agency is an executive agency of the European Commission. It is based in Brussels. It is entrusted by the European Commission with the management of some of the phases of the programme implementation, including publication of calls for proposals, reception and evaluation of proposals, preparation and signature of grant agreements for multi programmes and monitoring of their implementation.

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17130	In the context of EU policy for Promotion of Agricultural Products, why do the implementing and delegated acts mainly refer to simple programme and not multi-programmes?	Simple programmes are implemented in shared management with the Member States, in accordance with the rules established in the basic act, delegated and implementing acts, and the horizontal financial rules established in Regulation (EU) No 1306/2013 of the European Parliament and of the Council . Multi programmes are managed under direct management rules in accordance with the Financial Regulation (EU, Euratom) No 1046/2018 of the European Parliament and of the Council. Therefore, for multi programmes, it is the Financial Regulation which applies. As the same proposing organisation could have both simple and multi programmes, the implementation rules for both programmes should differ as little as possible. To that end, simple programmes are subject to rules that are equivalent to the provisions of the Financial Regulation concerning grants which apply to multi- programmes.
17131	When should the contracts be signed for promotion programmes co-financed under the EU policy for Promotion of Agricultural Products?	For simple programmes, Member States shall conclude contracts for the implementation of programmes with the selected proposing organisations within 90 calendar days of the notification of the Commission act selecting programmes (provided that the implementing bodies have been selected correctly). Beyond that deadline, no contracts may be concluded without prior authorisation from the Commission. The same deadline applies for multi programmes: for signing grant agreements with proposing organisations, a maximum of three month deadline applies from the date of informing proposing organisations that they have been successful.
17133	In the context of EU policy for Promotion of Agricultural Products, can we delay the start of implementation of the programme?	The starting date of the implementation of the programme shall normally be the first day of the month following the date of signature of the contract. However, the starting date may be postponed for up to 6 months, in particular to take into account the seasonality of the product concerned by the programme or participation in a specific event or fair. This should be justified in the programme proposal.
17134	What is the rhythm of payments for promotion programmes under the EU policy for Promotion of Agricultural Products?	The proposing organisations will submit a payment request to the Member State for simple programmes and to REA in case of multi programmes. For simple programmes, within 30 days from the date of contract signature, the proposing organisation may submit an application for an advance payment of up to 20% of the maximum Union financial contribution, together with a security. For multi programmes, no application for an advance payment would be needed; the security for the advance payment is required only when it is considered necessary to limit financial risks connected with this payment. For both simple and multi programmes, requests for an interim payment shall be normally submitted by the proposing organisation within 60 days from the date on which the implementation of a year of the programme has been completed. Such requests shall cover the eligible costs incurred during the year concerned and shall be accompanied by an interim report comprising a periodic financial report and a periodic technical report. Requests for payment of the balance shall be submitted by the proposing organisation within 90 days of the completion of the programme. The request shall be accompanied by the interim report for the last reporting period and the final financial and technical reports.

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17135	In the context of EU policy for Promotion of Agricultural Products, who is in charge of the controls and when?	<p>The controls of the implementation of the programmes will be made by the Member States for simple programmes, and by REA or the Commission for multi programmes.</p> <p>For simple programmes, administrative checks will be done for each payment request. In addition, there will be on-the-spot checks (technical and accounting checks) at the premises of the proposing organisation and, if appropriate, of the implementing body. There will be at least one on-the-spot check during its implementation between the first interim payment and the payment of the balance.</p> <p>The procedure to select the implementing bodies will be checked by the Member States before the signature of the contract.</p> <p>For multi programmes, REA checks the proper implementation of the programme and compliance with the obligations under the grant agreement, including assessment of deliverables and reports.</p>
17136	In the context of EU policy for Promotion of Agricultural Products, should eligible VAT be included in the estimated budget of the proposed programme?	<p>Value added tax ('VAT'), if not recoverable under the applicable national VAT legislation and paid by a beneficiary other than a non-taxable person, is considered as eligible cost (cf. Commission Delegated Regulation (EU) 2015/1829).</p> <p>Therefore, the costs that are estimated in the budget for the proposed programme should include the non-deductible VAT which the beneficiary will have to bear. The 'opposite' is also true: if a beneficiary can recover the VAT, the latter is not eligible thus should not be included in the estimated budget.</p>
17137	In the context of EU policy for Promotion of Agricultural Products, what if a programme is proposed by an organisation which has a different VAT status?	<p>A proposal for a campaign that is proposed by several proposing organisations should include the estimate budget that shows the costs of each beneficiary participating in the programme. The application for payments should be accompanied by interim reports which inter alia include individual financial statement for each beneficiary detailing the eligible costs for the period concerned (cf. Commission Implementing Regulation (EU) 2015/1831).</p> <p>Therefore, a beneficiary that cannot recover the VAT should include it in the declared costs; on the contrary, recoverable VAT is not eligible thus the beneficiary should not include it when declaring costs.</p>
17138	In the context of EU policy for Promotion of Agricultural Products, how is the impact of the programmes assessed?	<p>In order to assess the effectiveness and efficiency of information and promotion programmes, performances indicators for the evaluation of the programmes shall be established in the programme proposal.</p> <p>These performance indicators include output indicators (such as number of events organised, number of spots aired on TV/radio or published print), result indicators (such as number of professionals/experts/importers/consumers who participated in events who were reached by a TV/radio spot/print or online add, number of visitors on the website or likes on their Facebook-site) and impact indicators (such as sales trends of the sector, value and volume of Union exports of the product promoted; change in the Union products market share; change in the level of recognition of the logos of the Union quality schemes).</p> <p>A final study evaluating the results of the promotion programme shall be undertaken by an independent external body, using the indicators set in the programme.</p>
17140	In the context of EU policy for Promotion of Agricultural Products, what is the role of a coordinator?	<p>When a programme involves more than one beneficiary, the participating beneficiaries shall nominate among them a coordinator i.e. the beneficiary that will be the central contact point for the Member State or Agency.</p> <p>The coordinator shall assume to:</p> <p>act as the intermediary for all communications between the beneficiaries and the Member State or Agency;</p>

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ID	QUESTION	ANSWER
		<p>monitor that the programme is properly implemented; submit the deliverables and the reports (periodic and final); provide a pre-financing guarantee for the advance payment lodged by the beneficiaries involved in the case of a simple programme. For multi-programmes, REA may require a guarantee if it estimates that a guarantee is necessary to limit the risks linked to pre-financing; request and review any documents or information required by the Member State or Agency and verify their completeness and correctness before passing them on to the Member State or Agency; ensure that the payments are made to the other beneficiaries without unjustified delay.</p> <p>The core tasks of the programme (i.e. its technical and financial coordination and the management of the strategy) can neither be subcontracted nor delegated to any other co-beneficiary.</p> <p>The Grant Agreement includes provisions on the roles and responsibilities of the coordinator and other participating beneficiaries. The Grant Agreement also requires that participating beneficiaries conclude 'consortium agreement' i.e. internal arrangements with regard to operation and coordination between participants in order to ensure proper implementation of the programme.</p>
17144	In the context of EU policy for Promotion of Agricultural Products, what is a consortium agreement? Can you provide a template?	<p>When several beneficiaries/applicants are involved in the programme, a consortium agreement shall complement the grant agreement. The consortium agreement can take various forms, but a standard written agreement is the most common one. The agreement shall not contain provisions that are contrary to the grant agreement. There is no specific template to be used but for guidance on consortium agreements, applicants may consult the Online Manual and the Guidance "How to draw up your consortium agreement".</p> <p>The consortium agreement does not have to be submitted with the proposal but has to be available by the time of signature of the grant agreement.</p>
17150	During implementation of a co-financed programme under EU Policy for Promotion of Agricultural Products, could activities and the related budget be modified e.g. to transfer the savings from one year to the other? Do we need to sign a contract amendment?	<p>The estimated budget breakdown indicated in the programme proposal (Annex 2 to the Grant Agreement (GA)) may be adjusted during the implementation — without an amendment — by transfers of amounts between budget categories and between beneficiaries in case of multi-beneficiary programme, if the programme is implemented as described in the programme (Annex 1 to the GA).</p> <p>Beneficiaries may not add costs relating to subcontracts that are not provided for in Annex 1, unless such additional subcontracts are approved by an amendment. It is however possible that REA/Member State approves the subcontracts not set out in Annex 1 and 2 without an amendment if they are specifically justified in the (periodic) technical report and they do not entail changes that counter Article 39 of the GA (see also Article 10.1 of the GA).</p> <p>If the budget transfer is due to a significant change in Annex 1, an amendment to the GA is needed.</p> <p>If the incurred eligible costs are lower than the estimated eligible costs, the difference can be allocated to another beneficiary or another budget category, provided that this does not represent a breach of Art 39 of the GA. The amount reimbursed for the other beneficiary (by application of its reimbursement rate) or for the other budget category (to which the budget transfer is intended) may thus be higher than planned.</p>

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17152	In the context of EU policy for Promotion of Agricultural Products, can I change the products of my programmes (adding new products or replacing them) during the implementation?	<p>No. Changing the promoted products would represent a significant change that affects the programme as foreseen in Annex 1 to the grant agreement and would therefore require an amendment.</p> <p>However, article 39 of the grant agreement specifies that amendments may not result in changes that — if known before awarding the grant — would have had an impact on the award decision or would breach the principle of equal treatment of applicants. Changing the products concerned by the proposals may have had an impact on the award decision and can therefore not be accepted during implementation of a programme.</p> <p>The beneficiaries have to implement the programme as described in Annex 1 (see Article 7 of the grant agreement).</p>
17153	In the context of EU policy for Promotion of Agricultural Products, what kind of changes can be done through an amendment?	<p>The decision of awarding a grant, i.e. selection of the proposals for Union's financial contribution, is based on the evaluation of the programme proposals that contain the description of the activities and the predicted results.</p> <p>The undertakings contained in the approved programme are an integral part of the GA and binding on the beneficiary, therefore an amendment should not have an effect of jeopardising or reducing them.</p> <p>The beneficiaries have to implement the programme as described in Annex 1 (Article 7 of the Grant Agreement (GA)). Serious breach of obligations under the GA, including improper implementation of the programme may lead to a reduction of the grant (Article 27 of the GA), suspension of payments (Article 32 of the GA), suspension of the programme implementation (Article 33 of the GA) or termination of the Agreement (Article 34 of the GA).</p> <p>Article 39 of the GA therefore specifies that amendments may not result in changes that — if known before awarding the grant — would have had an impact on the award decision or would breach the principle of equal treatment of applicants. Those are mostly changes that:</p> <ul style="list-style-type: none"> -involve the consortium composition and have an impact on the eligibility or selection criteria; -involve changes to the programme and/or its budget and affect the award or selection criteria announced in the work programme/call; -breach the principle of equal treatment of applicants; -do not comply with the rules applicable to the GA or with provisions of the GA itself. <p>According to Article 39 of the GA, a request for an amendment needs to be justified. The decision on the amendments is at the discretion of the Agency (REA) for multi and of the Member State competent authorities for simple programmes.</p>
17157	Covid-19 outbreak is affecting my promotion programme. In the context of EU policy for Promotion of Agricultural Products, what are the options for adapting its implementation?	<p>Covid-19 outbreak may impede the implementation of a promotion programme. Depending on the extent to which the programme is affected, the beneficiaries have several options at their disposal: postponing (some of) the activities with or without a need to sign a contract amendment, partially or fully suspending its implementation, or terminating the contract.</p> <p>For more details on contract amendments or contract suspension, please refer to the specific FAQ available on these topics.</p>

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17160	In the context of EU policy for Promotion of Agricultural Products, can I suspend the implementation of my promotion programme?	<p>Article 33.1 of the Grant Agreement provides for a possibility for the beneficiary to unilaterally suspend the implementation of the programme or any part of it in case of exceptional circumstances, in particular force majeure, which make implementation impossible or excessively difficult.</p> <p>Beneficiaries are to notify the suspension to the competent authority (of the Member State in case of simple programmes, or to REA in case of multi programmes) who will analyse the circumstances on a case-by-case basis.</p> <p>Once circumstances allow for implementation to resume, the beneficiary must immediately formally notify the competent authority and request a contract amendment to set the date on which the action will be resumed and make other changes necessary to adapt the action to the new situation.</p> <p>In case implementation of a promotion programme is suspended, the time elapsed between the date the suspension takes effect and the date when implementation resumes does not count towards the duration of the programme laid down in Article 3 of the GA.</p>
17165	In case of cancellation due to force majeure of events foreseen in my promotion programme under the EU policy for Promotion of Agricultural Products, will the competent authority consider the related costs as eligible?	<p>Where individuals who were to take part in meetings or events are prevented from doing so due to force majeure, expenses of travel or accommodation that could not be cancelled and which are not reimbursed from other sources could be regarded as eligible costs. Beneficiaries are expected to immediately take all the necessary steps to limit any damage due to force majeure (try to cancel the travel ticket, use cancellation insurance if applicable etc.).</p> <p>Similar approach could be applied to costs incurred by the beneficiary in relation to preparation of events (e.g. stands at trade fairs), which were later cancelled due to force majeure.</p> <p>The competent authority (of the Member State in case of simple programmes, or REA in case of multi programmes) will analyse the circumstances and decide on eligibility of related costs on a case-by-case basis.</p>
17169	Where shall we place mandatory visuals and reference to EU funding on websites and social media accounts for programmes co-financed under the EU policy for Promotion of Agricultural Products?	<p>According to article 22.1 of the grant agreement, all information and promotion material must display the EU emblem and the funding statement in the language(s) of the target market(s). All visual material must also bear the “Enjoy, it’s from Europe!” signature (which cannot replace the EU emblem), as well as the disclaimer foreseen in article 22.1.3.</p> <p>The disclaimer can be placed as follows:</p> <p>Websites: in the legal notice Facebook: in the section “About” Instagram, Pinterest: in the profile picture of the account or in a specifically dedicated post Twitter: in the profile picture of the account or in a tweet pinned to the profile</p> <p>EU emblem and “Enjoy, it’s from Europe!” signature can be placed as follows, see guidance and examples:</p> <p>Websites: incorporated in the main visual Facebook: incorporated in the profile picture or cover image Instagram: included as “stickers” in the story highlights (see Example) Twitter: incorporated in the profile picture or in tweets pinned to the profile</p>

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17170	Can I continue using the promotional material produced in the context of a co-financed campaign under the EU policy for Promotion of Agricultural Products, after its end?	<p>Beneficiary may continue using the communication material, visuals, messages created in the context of a co-financed promotional campaign also after its end.</p> <p>According to article 19.2 of the grant agreement, the results of the action are owned by the beneficiaries. Beneficiaries have an obligation to promote the programme and its results (article 22 of the grant agreement). The beneficiaries must — during the action and afterwards — ensure the visibility of EU funding for any communication activity related to the programme, by displaying the EU emblem including the reference to EU funding.</p> <p>In case the material is reproduced without any changes to the version created during the implementation of the co-financed campaign, the reference to EU funding foreseen in article 22.1.2 of the grant agreement (i.e. EU emblem and its accompanying text, “Enjoy, it’s from Europe” signature) and the disclaimer foreseen in article 22.1.3 should remain incorporated in the material. For example, the beneficiary may reprint a brochure produced in the context of the campaign without modifying its design and content, and without removing the reference to EU funding.</p> <p>If, however, the beneficiary uses part of the promotional material (e.g. the slogan or the visual identity would be incorporated in its own marketing campaign) then the EU emblem and its accompanying text, “Enjoy, it’s from Europe” signature and the disclaimer foreseen should not appear on the new material. This is necessary to avoid an incorrect impression that there is a connection between the new campaign and European Union, notably that the campaign is compatible with the rules governing Union’s promotion policy (Regulation (EU) No 1144/2014) and/or receives Union’s financial support.</p>
17171	In the context of EU policy for Promotion of Agricultural Products, what is the goal of the annual work programme?	<p>The annual work programme is a tool aiming at providing a framework for a dynamic and targeted promotion policy, aligned with the needs of the sector.</p> <p>The objective of the annual work programme is to define strategic priorities for the promotion policy in terms of populations, products, schemes or markets to be targeted and the nature of the information and promotion messages to be imparted.</p> <p>The establishment of strategic priorities for the promotion policy was a recommendation of the European Court of auditors, in order to avoid a dispersion of resources and to increase Europe’s visibility through the information provision and promotion measures.</p>
17172	In the context of EU policy for Promotion of Agricultural Products, how will the annual work programme be implemented and when?	<p>The annual work programme will be implemented through the publication of the calls for proposals for simple and multi programmes with the aim to select promotion campaigns for funding. The timetable will be detailed in the call. The figure below gives an indicative calendar for the selection procedure.</p> <p>Indicative timeline:</p>
17173	Is the 3 months deadline not too short to prepare and submit a proposal for programmes under the EU policy for Promotion of Agricultural Products?	<p>The launch of the call is a technical starting point from which applications can be submitted.</p> <p>The priorities to be targeted are known well in advance to the call; the annual work programme was adopted in December 2020 and discussed with Member States and stakeholders in full transparency as from June 2020.</p> <p>Workshops and info days have been organised in almost all Member States to inform potential beneficiaries of the opportunities offered by the promotion policy.</p>

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17174	In the context of EU policy for Promotion of Agricultural Products, why is the emphasis put on external markets?	Over the period 2001-2011, only 30 % of the budget earmarked for information provision and promotion measures was spent on measures targeting third country markets, even though those markets offer major growth potential. Arrangements are therefore needed in order to encourage a larger number of information provision and promotion measures for Union agricultural products in third countries, focusing not only on the capitals of these countries but also on other cities. This is why the annual work programme allocates a majority of the budget to information and promotion programmes in third countries.
17175	In the context of EU policy for Promotion of Agricultural Products, why is the emphasis put on both GIs and organic in the internal market?	Information and promotion programmes targeting organic production and Union quality schemes (PDO, PGI, TSG) should be a key priority in the internal market: they will improve the visibility and understanding of EU policy. Such schemes provide consumers with assurance on the quality and characteristics of the product or the production process used and enhance their market opportunities. One of the expected results is to increase the levels of recognition of the logo associated with the Union quality schemes by the European consumers. According to special Eurobarometer (No 504), only 14% of European consumers recognize the logos of products that benefit from a protected designation of origin (PDO), 20% of them and a protected geographical indication (PGI), and 15% the Traditional Speciality Guaranteed, these being the main Union quality schemes. Awareness of the organic farming logo has increased twenty-nine points since 2017, with 56% of European consumers recognizing the EU organic farming logo. Promotion should continue stimulating the demand for organic products in order to support the objectives of the Farm-to-fork strategy, which set the target of 25% of utilised agricultural area under organic farming by 2030.
17176	In the context of EU policy for Promotion of Agricultural Products, why has sustainability become a new key aspect of the policy? Why have topics on sustainability been included?	The Farm-to-fork strategy aims to accelerate the transition to a sustainable food system that should: (a) have a neutral or positive environmental impact, (b) help to mitigate climate change and adapt to its impacts, (c) reverse the loss of biodiversity, (d) ensure food security, nutrition and public health, making sure that everyone has access to sufficient, safe, nutritious, sustainable food and (e) preserve affordability of food while generating fairer economic returns, fostering competitiveness of the EU supply sector and promoting fair trade. By supporting sustainable products/methods, the promotion policy will directly and immediately contribute to the increase of sustainable production and consumption of EU agricultural products. By ring-fencing half of the annual work programme's budget on promoting organic products, on highlighting the environmental sustainability of Union agriculture and on encouraging the consumption of fruit and vegetables in the context of balanced and healthy diets, the promotion policy will significantly contribute to the objective of increasing sustainable production and consumption of agricultural products. Furthermore, a new award sub-criterion has been included on "the contribution of the proposed project in respect of the objectives of the climate and environmental ambition of the CAP, the Green Deal and Farm-to-fork strategies".

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17177	What if a programme, in the context of EU policy for Promotion of Agricultural Products, wishes to target several of the prioritised geographical areas?	There shall be one application per topic. In case a proposing organisation wishes to target several of the prioritised regions in third countries in one programme, it should therefore submit several applications (one application per topic). Alternatively, it could also apply under the topic 'information and promotion programmes targeting other geographical areas'. This topic relates to the geographical areas that have not been listed in other topics, but it may also concern a combination of several prioritised regions listed in other topics.
17178	In the context of EU policy for Promotion of Agricultural Products, what is meant by internal market? Are UK, Norway or Switzerland considered as part of the internal market?	Internal market means the 27 Member States of the EU. EFTA countries (Iceland, Liechtenstein, Norway and Switzerland) are not part of the internal market.
17179	My programme will target 3 prioritised geographical areas, and I will submit 3 applications for programmes under the EU policy for Promotion of Agricultural Products. How should I display the common costs?	The programme proposals are to include the estimate of the costs of the activities. If the proposal is accepted, the contract determines 'the maximum grant amount' which cannot be (later) exceeded or increased even if the eligible costs of the programme are higher than planned. In addition, please note that the beneficiary can only claim the reimbursement of costs which were actually incurred by it during the implementation of the programme, bearing in mind that Article 10 of Regulation No1144/2014 prohibits double funding. In practice, if an applicant submits more than one programme proposal that contains 'common costs' it would be appropriate that each proposal includes the 'common costs' in full, together with the information about duplication of costs within several proposals. In case all proposals were accepted, the proposing organisation would then claim the common costs only once.
17180	How to present the budget of the proposal for programmes under the EU Policy for Promotion of Agricultural Products? How can we present the fees of implementing bodies in the budgetary table?	All costs relating to implementation of tasks by the implementing bodies should be presented in the column "Direct costs of subcontracting". Implementing body fees can be included in the cost of each activity or shown separately.
17183	How can we present the personnel costs of the staff coordinating the project under the EU policy for Promotion of Agricultural Products?	The cost of staff coordinating the project shall be included in section 1 - "Project coordination" of the detailed budgetary table. Such costs include, inter alia, coordination with the implementing body and the Member State/REA managing the contract, as well as all coordination tasks listed in Article 7 of the Model grant agreement in case of multi beneficiary grants.
17186	In the context of EU policy for Promotion of Agricultural Products, where can we include the overall accounting costs?	Accounting fees should be covered by indirect costs.

ID	QUESTION	ANSWER
17187	In the context of EU policy for Promotion of Agricultural Products, is there flexibility between the amounts per topic?	There is a large budgetary flexibility within each type of programmes - simple and multi. If for a given topic there are not enough proposals on the ranked list to consume the whole indicative amount, the remaining amount may be reallocated to other topics according to criteria announced in the work programme.
17190	What are the criteria for reallocation of amounts which have not been used within the simple programmes selected under the EU policy for Promotion of Agricultural Products?	If for a given topic there are not enough proposals on the ranked list to exhaust the whole foreseen amount, the remaining amount may be reallocated to other topics according to the following criteria: (a) the total of the remaining foreseen amount for the five topics on the internal market shall be allocated to the projects targeting the internal market with the highest quality score, irrespective of the topic for which they have applied; (b) the same approach shall be taken for proposals targeting third countries (Topics 6-9); (c) if the foreseen amount is still not exhausted, the remaining amounts for both internal market and third countries shall be merged and assigned to projects with the highest quality score, irrespective of the priority and topic for which they have applied. The order of the ranked lists will be strictly followed.
17193	What are the criteria for reallocation of amounts which have not been used within the multi programmes selected under the EU policy for Promotion of Agricultural Products?	If for a given topic there are not enough proposals on the ranked list to exhaust the whole foreseen amount, the remaining amount may be reallocated to other topics according to the following criteria: (a) The total of the remaining foreseen amount for all four topics on the internal market shall be allocated to the projects targeting the internal market with the highest quality score, irrespective of the topic for which they have applied; (b) The same approach shall be taken for the two topics for third countries (Topics 5-7) (c) If the foreseen amount is still not exhausted, the remaining amounts for both internal market and third countries shall be merged and assigned to projects with the highest quality score, irrespective of the priority and topic for which they have applied. The order of the ranked lists will be strictly followed.
17197	In the context of EU policy for Promotion of Agricultural Products, what happens in case of an unexpected crisis?	In case of an unexpected serious market disturbance, loss of consumer confidence or other specific problems, the Commission could launch, under certain conditions, (an) additional call(s) for proposals dedicated to the selection of promotion programmes to react to a potential serious disturbance.
17199	How does “Policy coherence for Development” apply to promotion of agricultural products?	The EU and its Member States have committed to policy coherence for development (PCD) to take account of development objectives in policies that are likely to have an impact in developing countries. PCD aims at minimizing contradictions and building synergies between different EU policies. In Least Developed Countries (LDCs-according to UN list), agriculture is still an essential income for populations mostly living in rural areas, where the local agri-food chains are often fragile: their development and the involvement of the local actors in the field takes time. In this respect, for the sake of a better coherence with EU policies, EU exports of agri-food products to developing countries should not interfere with the development of local agri-food chains if they target the same products or sector.

ID	QUESTION	ANSWER
		<p>Consequently, while preparing an application to promote EU agri-food products in LDCs, applicants should include in their market analysis any verifiable evidence to substantiate that the promotion of those products in a particular LDC would not generate foreseeable adverse effects to the local agri-food chains.</p> <p>This can be achieved for example by:</p> <ul style="list-style-type: none"> - Demonstrating through verifiable statistical evidence that there is a need for a particular agri-food product in the LDC that cannot be met by domestic production; - Demonstrating that there are no existing public initiatives designed to foster the development of a local agri-food chain that could be disrupted by the imports of promoted agri-food products; - Other indicators that could support the need for the imports of those EU agri-food products as a means to stimulate the development of local agri-food chains in the LDC.
18389	<p>Under the topic AGRIP-SIMPLE-2022-IM-SUSTAINABLE, can products registered under Union quality schemes referred to in Article 5(4)(a), (b) and (c) of Regulation (EU) No 1144/2014 be promoted only in the Member State of the applicant?</p>	<p>No, the derogation under article 3.1(b) of Reg. 1829/2015 applies only when the main objective of the programme is promotion of Union quality schemes. Such derogation is not applicable to the above named topic.</p> <p>As such, in line with art. 3(1) of reg. 1829/2015, in case of simple programmes submitted under AGRIP-SIMPLE-2022-IM-SUSTAINABLE call, actions targeting the internal market have to be implemented in at least two Member States with a coherent share of the allocated budget in particular taking into account the respective size of the market in each of the Member States concerned, or be implemented in one Member State if that Member State is different from the Member State of origin of the proposing organisation(s).</p>
19085	<p>Our organization received funding under AGRIP calls for proposals for the same product on the same market on two consecutive occasions. The second project ends in 2023. Can we reapply for funding under the 2024 calls for proposals?</p>	<p>According to article 1 (4) of Delegated Regulation (EU) 2015/1829, a proposing organisation shall not receive support for information and promotion programmes on the same product or scheme, carried out in the same geographical market on more than two consecutive occasions. In order to be able to benefit from a third EU funding under AGRIP, there has to be a gap between the end of the implementation of the previously approved programmes and the start of the implementation of a new programme to avoid that the programme could be considered a continuation of the previous programmes. Therefore, you cannot receive funding in 2024. You can reapply for funding in 2024 with the condition that the new programme starts in 2025.</p>
19087	<p>Does the term “proposing organisation” according to article 1 (4) of Delegated Regulation (EU) 2015/1829 concern also members of the consortia of AGRIP MULTI programmes?</p>	<p>Yes. Article 1 (4) of Delegated Regulation (EU) 2015/1829 applies to each of the beneficiaries of MULTI projects. They cannot receive funding under AGRIP calls for proposals promoting the same product on the same target market on more than two consecutive occasions. Changing the consortium composition will not allow you to continue promoting on the same market products which have already been promoted under previous programmes funded on two consecutive occasions. You can however change the product/scheme or the geographical market.</p>
19090	<p>Our organization received funding under AGRIP calls for proposals for the same product on the same market on two consecutive occasions. The second project ends in 2023. Can we reapply for funding under the 2023 calls for proposals if we have enlarged the scope of products?</p>	<p>No. The restriction of art 1 (4) of Delegated Regulation (EU) 2015/1829 applies to the ‘same’ products. For the definition of ‘product’ the reference is art. 5 of Regulation (EU) 1144/2014. Adding additional products will not allow you to continue promoting on the same market those products which have already been promoted on two consecutive occasions.</p> <p>If your second project ends in 2023, you can reapply for funding in 2024, as long as the new programme starts in 2025.</p> <p>You could however reapply in 2023 if you decided to exclude the product you promoted on the previous two occasions from the new promotion programme.</p>

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ID	QUESTION	ANSWER
19091	Our organization received funding under AGRIP calls for proposals for the same product on the same market on two consecutive occasions. Can we reapply for funding under the 2023 calls for proposals if we add additional target markets?	No. The restriction of art 1 (4) of Delegated Regulation (EU) 2015/1829 applies to the 'same' market. Adding additional target markets will not allow you to continue promoting on the same market those products which have already been promoted on two consecutive occasions. In case your second project ends in 2023, you can reapply for funding in 2024, as long as the new programme starts in 2025. You could however reapply in 2023 if you excluded the geographical market of the previous two calls and focussed exclusively on other geographical market(s).
19097	Our organization received funding under different topics of AGRIP calls promoting the same product on the same target market on two consecutive occasions. Are these considered to be the "same programmes" to which a limitation on continuation applies?	Proposing a project to promote the same product or scheme on the same geographical market, would be considered as a continuation regardless the communication messages of the programme and/or the topic and/or call (SIMPLE or MULTI) under which the project is submitted.
20853	Are the administrative costs of setting up and running activities by Overseas Nongovernmental Organizations in the Mainland of China eligible?	<p>The 'Law of the People's Republic of China on Administration of Activities of Overseas Nongovernmental Organizations in the Mainland of China', adopted by the National People's Congress Standing Committee on 28 April 2016 and in force since 1 January 2017 (Chinese NGO law) seems to provide for two possibilities for AGRIP beneficiaries to carry out promotional activities in China: to register your organization under the Chinese NGO law in China or to carry out promotional activities as temporary activities in cooperation with State organs, people's organizations, public institutions and social organizations in China (Chinese partners). Eligibility of related costs depends on which option is chosen.</p> <p>Costs related to registration of your organization under the Chinese NGO law in China, including any administrative fees and costs of legal advice, will not be considered eligible in the context of implementation of co-financed promotional programmes. Such costs fall outside the scope of Article 3 of reg. 1144/2014 providing a description of eligible information provision and promotion measures. On the other hand, costs of carrying out promotional activities as temporary activities in cooperation with the Chinese partner may be eligible if the temporary activities have been set up exclusively for the project. In such a case, the Chinese partner's own administrative costs limited to the activities under the GA may be eligible.</p> <p>Examples: fee for being a financial intermediary (issuing invoices and payments), cost of registration of temporary activities.</p> <p>Before starting the implementation of a co-financed campaign, it is expected that beneficiaries comply with any regulations applicable in the target countr(ies) of the programme. We strongly advise to ensure full compliance with the rules in place to avoid any negative repercussions for your organization and the project in question.</p>
21721	Under AGRIP calls, in relation to application of the rule on continuations (Art. 1 (4) of regulation 2015/1829), can each consortium member select specific target markets or is it considered to promote its products on all target markets of the programme?	In case of multi-beneficiary consortia (both for simple and multi programmes), each beneficiary/consortium member is considered to promote its products on all target markets of the programme.

ID	QUESTION	ANSWER
34130	Our organization received funding under AGRIP calls for proposals for the same product on the same market on two consecutive occasions. The second project ends in 2023. Can we apply for funding to promote a scheme on the same product and market in 2023?	Yes, but a programme covering a scheme as referred to in Article 5(4) of Regulation (EU) No 1144/2014, must promote the characteristics or guarantees offered by the relevant scheme aiming, in particular, at increasing the awareness and recognition of the quality schemes. One or more products can be used as an example to illustrate the characteristics or guarantees of the scheme (e.g. during tastings, cooking shows, etc) with the objective of raising the awareness and recognition of the scheme. However, the aim of the programme proposal may not be to continue promoting the same product on the same market as this would constitute a continuation of the two previous campaigns and the proposal would thus be ineligible on the basis of Article 1(4) of Regulation (EU) 2015/1829.
34132	Can an implementing body be involved in drafting a project proposal under AGRIP calls?	Involvement of an implementing body in drafting a project proposal may raise high concerns about the existence of a conflict of interests, unless selected prior to the application and where the procedure guarantees the avoidance of conflict of interest and ensures best value for money. Beneficiaries must take all measures to prevent any situation where the impartial and objective implementation of the Agreement and the EU budget could be compromised. The existence of a conflict of interests may lead to termination of the grant or the beneficiary, grant reduction or any other measure described in the grant agreement.
34134	My AGRIP project starting next year focuses on three target markets. One market is suddenly affected by war. Can I shift the budget to the other two target markets?	According to article 35 of the Grant Agreement, any situation constituting force majeure must be formally notified to the contracting authority and the beneficiary must do its best to resume implementation of the action as soon as possible. In this concrete case, the implementation of the action can start on the two other target markets. If the resumption of the programme implementation is not possible on the 3rd market, the coordinator may request an amendment to the grant agreement to make necessary changes for the action to continue including shifting budgets to other target markets. The agreement may be amended, unless the amendment would call into question the decision awarding the grant or breach the principle of equal treatment of applicants. Adding a new market is not possible as this would constitute a substantial change according to article 39.1 of the Grant Agreement.
36064	Our organization received funding under AGRIP calls for proposals for the same product on the same market on two consecutive occasions. The second project ended in January 2024 . Can we reapply for funding under the 2024 calls for proposals?	According to article 1 (4) of Delegated Regulation (EU) 2015/1829, a proposing organisation shall not receive support for information and promotion programmes on the same product or scheme, carried out in the same geographical market on more than two consecutive occasions. In order to be able to benefit from a third EU funding under AGRIP, there has to be a gap between the end of the implementation of the previously approved programmes and the start of the implementation of a new programme to avoid that the programme could be considered a continuation of the previous programmes. Therefore, you cannot receive funding in 2024. You can reapply for funding in 2024 with the condition that the new programme starts in 2025.
38467	Are costs incurred prior to the start date of the Grant Agreement (GA), but in relation to a triggering event which occurs after GA start date, eligible for programmes selected under the EU policy for Promotion of Agricultural Products?	In order to be eligible, as per the Annotated Grant Agreement (p.38), actual costs must be incurred during the period of implementation set in the grant agreement, with the exception of costs relating to the submission of the periodic report for the last reporting period and the final report. Nevertheless, the beneficiary can report costs incurred outside the period of duration of the action provided that the generating event that triggers the costs takes place during the action duration.

ID	QUESTION	ANSWER
		<p>For example, a typical case would be a situation where the beneficiary needs to book a space at a trade fair and pays a deposit to the fair organisers several months in advance.</p> <p>The cost of booking a space may be eligible if the trade fair takes place during the action duration.</p>
38525	<p>My project starting next year focuses on three target markets. One market is suddenly affected by war. Can I shift the budget to the other two target markets?</p>	<p>According to article 35 of the Grant Agreement, any situation constituting force majeure must be formally notified to the contracting authority and the beneficiary must do its best to resume implementation of the action as soon as possible. In this concrete case, the implementation of the action can start on the two other target markets. If the resumption of the programme implementation is not possible on the 3rd market, the coordinator may request an amendment to the grant agreement to make necessary changes for the action to continue including shifting budgets to other target markets. The agreement may be amended, unless the amendment would call into question the decision awarding the grant or breach the principle of equal treatment of applicants. Adding a new market is not possible as this would constitute a substantial change according to article 39.1 of the Grant Agreement</p>