



# EU Promotion policy (Reg. EU 1144/2014) Review 2021

CDG Animal Products Beef and Veal 16/04/2021

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# Contents

- I. **Background and policy context**
- II. **Policy options** presented in the roadmap
- III. **Milestones and indicative timeframe**



# 1. Background and policy context

# Objectives

- The EU agri-food promotion policy is based on Articles 42 and 43(2) TFEU, regulated by Regulation (EU) No 1144/2014, supplemented with Commission Delegated Regulation (EU) 2015/1829 and Commission Implementing Regulation (EU) 2015/1831 .
- The policy helps producers sell their EU farm products in an increasingly competitive global marketplace, at the same time delivering jobs and growth at home.
- Promotion campaigns and information measures about EU farm products and EU quality schemes are designed to open up new market opportunities for EU farmers and the wider food industry, as well as helping them build their existing business.

# Background & policy context

## FARM TO FORK STRATEGY

for a fair, healthy and  
environmentally-friendly  
food system  
20 May 2020



## SPECIAL EUROBAROMETER 505

Making our food fit for  
the future – Citizens'  
expectations  
December 2020



## EVALUATION - STAFF WORKING DOCUMENT

Impact of EU agricultural  
promotion policy in the  
internal market and third  
countries  
11 January 2021



Brussels, 22.12.2020  
SWD(2020) 399 final

COMMISSION STAFF WORKING DOCUMENT  
EVALUATION  
of the  
impact of the EU agricultural promotion policy in internal and third countries markets  
(SWD(2020) 401 final)

## EUROPE'S BEATING CANCER PLAN

A new EU approach to  
prevention, treatment  
and care  
3 February 2021



Brussels, 3.2.2021  
COM(2021) 44 final

COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN  
PARLIAMENT AND THE COUNCIL  
Europe's Beating Cancer Plan

## EU TRADE POLICY REVIEW

An Open, Sustainable  
and Assertive Trade  
Policy  
18 February 2021



Brussels, 18.2.2021  
COM(2021) 66 final

COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN  
PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL  
COMMITTEE AND THE COMMITTEE OF THE REGIONS  
Trade Policy Review - An Open, Sustainable and Assertive Trade Policy

# The Farm to Fork Strategy

**Farm to fork strategy** of 20 May 2020 announced the policy review:

- Enhance contribution to **sustainable agricultural production and consumption**, and in line with the shift to a more plant-based diet, with less red and processed meat and more fruit and vegetables
- In relation to **meat**, focus on how the EU can use promotion programme to **support** the **most sustainable, carbon-efficient** methods of **livestock production**

# Europe's Beating Cancer Plan

**Europe's beating cancer action plan** adopted on 3 February 2021 announced that the Commission will:

- review its promotion policy on **alcoholic beverages**
- review the promotion policy with a view to enhancing its contribution to sustainable production and consumption, and in line with the shift to a more plant-based diet, **with less red and processed meat and other foods linked to cancer risks** and more fruit and vegetables.

# EU trade policy review

**EU trade policy review** adopted on 18 February 2021:

*The Commission will also continue to support the EU agricultural and agrifood sector, composed primarily of SMEs, **with a focus on promoting the sustainability and quality of their products**, making them a standard-bearer of the EU food sustainability system.*



# Policy evaluation (strengths)

- **Evaluation Staff Working document** published on 11 January 2021 **concluded:**
  - Promotion programmes are **effective** in raising awareness and the profile of EU products, quality schemes and production standards, particularly for non-EU markets with highest growth potential
  - Promotion policy was **highly effective** in paving the way to enter or expand into non-EU markets
  - Policy objectives and activities remain **relevant and have clear EU added value**

# Policy evaluation (improvements)

## Room to improve the policy:

- **improving coherence** with other EU policies
- improve the **exchange of knowledge** and experience between beneficiaries
- make **greater use of the signature** 'Enjoy! It's from Europe'
- explore **links** between promotion programmes and Commission's own initiatives
- More harmonized **implementation model** (direct management / shared management)

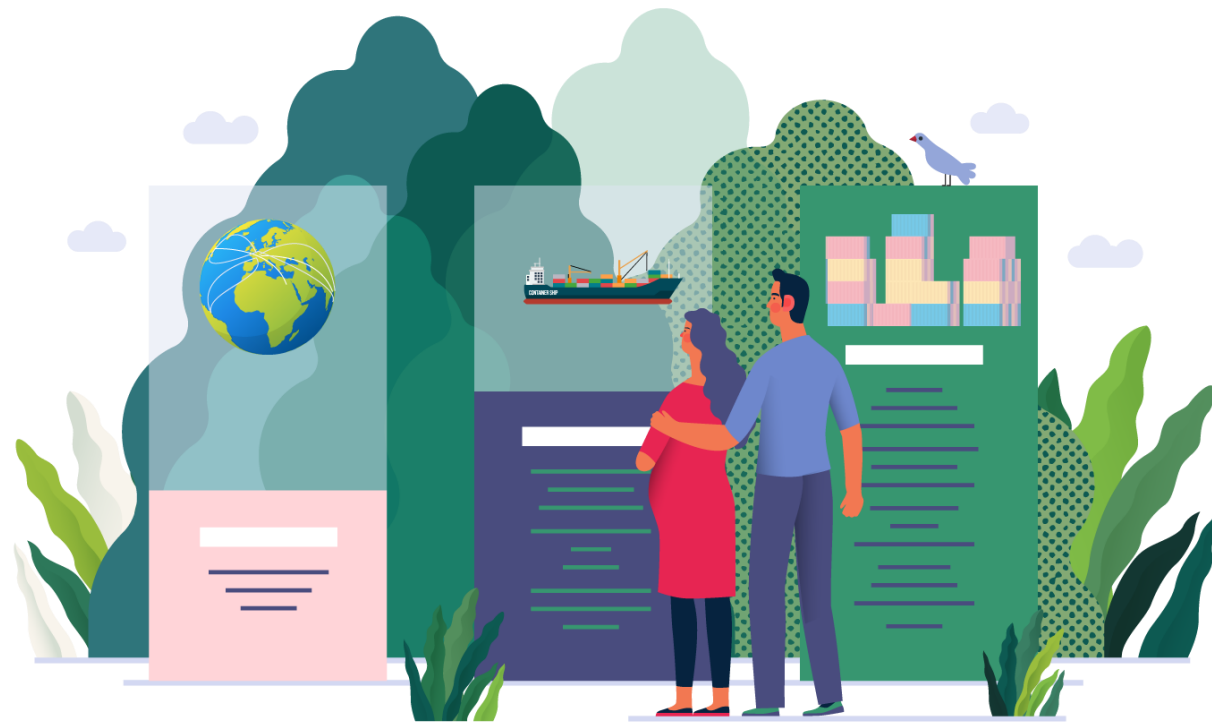


# What citizens think about the transition to more sustainable food systems...

2020 Special **EB 505**: Making our food fit for the future – Citizens' expectations"

- **Taste** (45%), **food safety** (42%) and **cost** (40%) drive food purchases.
- Europeans consider **food being healthy for them** (74%) as the most important aspect of a sustainable diet, far above all other items.
- 89% believe that **producers and food companies should take action to raise their products' sustainability standards**
- **Food sustainability information** should be compulsory on food labels for **88%** of Europeans.
- 79% consider that **marketing and advertising that do not contribute to healthy, sustainable diets should be restricted.**
- 87% want the EU to be **more proactive in promoting food sustainability worldwide**

## 2. Policy options presented in the roadmap



# Policy Review Roadmap

The [roadmap](#) (inception impact assessment) is an initial step in the process of collecting feedback to support the review.

It contains an initial description of:

- *Policy context*
- *Issues to be addressed by the review and basis for EU intervention*
- *Objectives and policy options*
- *Preliminary assessment of expected impacts*
- (...)

## EU farm and food products – review of policy on promotion inside and outside the EU

[Have your say](#) > [Published initiatives](#) > EU farm and food products – review of policy on promotion inside and outside the EU

In preparation

**Roadmap**

Feedback period  
09 February 2021 - 09 March 2021  
**FEEDBACK: OPEN**

UPCOMING

Public consultation

Consultation period  
Second quarter 2021  
**FEEDBACK: UPCOMING**

Commission adoption

Planned for  
First quarter 2022  
**FEEDBACK: UPCOMING**

**About this initiative**

**Summary**

The EU's agricultural promotion policy helps its farmers and food industry sell their products in an increasingly competitive global marketplace.  
  
The Commission is undertaking a review of the policy, with a view to enhancing its contribution to sustainable production and consumption, and in line with the shift to a more plant-based diet, with less red and processed meat and more fruit and vegetables.

**Topic**

Agriculture and rural development

**Type of act**

Proposal for a regulation

**Roadmap**

**FEEDBACK: OPEN**

**Type**  
Inception impact assessment  
[More about roadmaps](#)


**Feedback period**


09 February 2021 - 09 March 2021 (midnight Brussels time)

**The Commission would like to hear your views.**

This roadmap is open for feedback for **4 weeks**. Feedback will be taken into account for further development and fine tuning of the initiative. The Commission will summarise the input received in a synopsis report explaining how the input will be taken on board and, if applicable, why certain suggestions can't be taken up. Feedback received will be published on this site and therefore must adhere to the [feedback rules](#).

**Give feedback** >

 Inception impact assessment - Ares(2021)1118814  
English (181.1 KB - PDF - 3 pages)

Download 

# Roadmap policy options

**Option 1:** Build on **success of current policy** in supporting the agrifood sector's competitiveness while using the annual work programmes to also contribute to political priorities as was done for 2021;

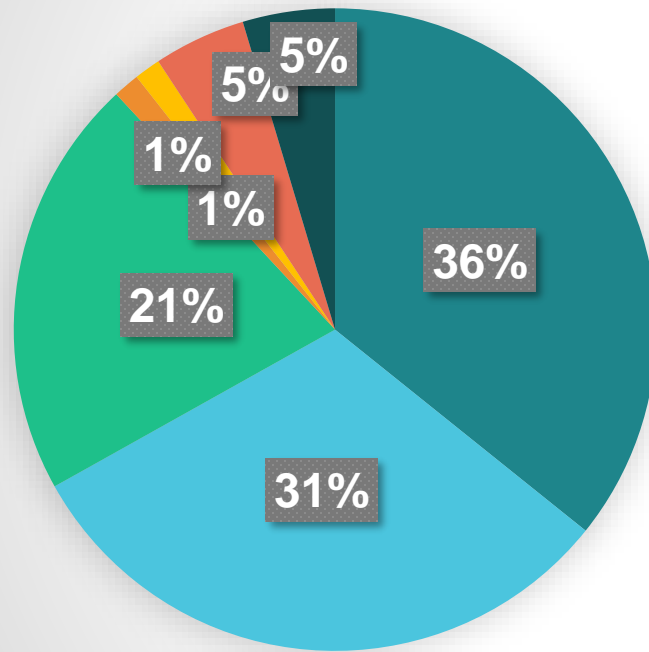
**Option 2: Focus the policy scope:** In EU, promotion in support of sustainable agricultural production and consumption, in line with F2F Strategy and Europe's beating cancer plan, nudging consumers to healthier diets. On non-EU markets, focus on F2F's international dimension and EU agrifood sector's competitiveness.

**Option 3: Review conditionality / eligibility:** introduce new requirements and eligibility criteria that incentivise applicants to demonstrate support for the Farm to Fork Strategy or that exclude applications from certain sectors.

**Streamline implementation model** (cross-cutting for all options): improve monitoring and evaluation and consider removal of shared-management, which the evaluation found is confusing and complex for beneficiaries, replacing it by direct management of all programmes.

# Contributions received (151)

Contributions per type of respondents



- Company, business organisation, business association
- EU Citizen
- NGO
- Consumer Organisation
- Trade Union
- Public authority
- Other

# Comments on policy issues: **Convergence of opinions**

- The need to align promotion policy with the farm to fork strategy and the Green Deal, privileging promotion of sustainable production and balanced diets in addition to the competitiveness of the EU agri-food sector.
- Support for the streamlining of the management (between direct-management and shared-management) with the exception of one national ministry for agriculture.



# Comments on policy issues: Divergence of opinions

- Respondents who identified as **business organisations** predominantly supportive of not excluding specific product categories, of promotion on export markets and of using the flexibilities of the annual work programme to enhance contribution of the promotion policy to other EU policies (Option 1)
- Respondents who identified as **business organisations, primarily from the fruit and vegetables sector**, indicated their support for Option 2 (focusing the policy scope)

# Comments on policy issues: **Divergence of opinions**

- Respondents who identified as **NGOs** predominantly supportive of excluding **alcoholic beverages** and meat from EU promotion policy co-funding (Option 3)
- Respondents qualified as **citizens** mostly stated the support for promotion policy to focus on plant-based diets, but were divided on whether to achieve this through the exclusion of certain products (Option 3) or by not excluding products (Option 1 and 2).
- Respondents who identified as **trade unions, some business organisations and some citizens** affirmed that any exclusion could have an adverse impact on rural communities and would not incite the transition to more sustainability



## 4. Milestones and indicative timeframe

# Milestones and indicative timeframe

## Quarter 1- Quarter 2 2021

Publish roadmap in the “Have your say” portal outlining policy options (9 February)

Launch Open Public Consultation on policy options (31 March 2021 - 23 June 2021)

## Quarter 2- Quarter 3 2021

Conference of Stakeholders – online event (12-13 July)

Complete Impact Assessment of policy options (October)

Presentation to the Regulatory Scrutiny Board (November-December)

## By end Q1 2022 (if favourable opinion by RSB)

Possible legislative proposals

# Thank you

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