



Union's promotion policy – focus on dairy sector

**CDG MILK
22nd of February 2019**

Presentation

- 1) 2018 Calls for proposals: Submission end evaluation statistics
- 2) 2019 Annual Work Programme - Calls for proposals

2018 Call for proposals - Simple programmes: Statistics

Submission statistics

- 146 proposals submitted
- 20 concern dairy sector

Evaluation statistics

- 58 selected
- 12 to promote dairy products

2018 Call for proposals - Simple programmes: Dairy

Topic No	Member State	Proposal ID	Acronym of proposal	Coordinator/proposing organisation	Products	Target Countries	Maximum grant amount in €
SIMPLE-01-2018	IT	824731	PIAVEDOPMI	CONSORZIO DI TUTELA DEL FORMAGGIO PIAVE DOP	Cheese	Austria, Italy, Germany	1.003.611
SIMPLE-02-2018	ES	824814	DAIRY GENERATION	ORGANIZACION INTERPROFESIONAL LACTEA	Dairy products (excl. Cheese), Cheese	Spain	1.065.113
SIMPLE-05-2018	FR	824257	EU Butter USA	CNIEL	Dairy products (excl. Cheese)	United States	1.498.163
SIMPLE-05-2018	IT	824604	EDISCAN	GRANLATTE SOCIETA' COOPERATIVA AGRICOLA	Cheese, Dairy products (excl. Cheese)	Canada	1.641.570
SIMPLE-05-2018	PT	824833	EUFreeGrazingDairy	Associação Agrícola de São Miguel	Cheese, Dairy products (excl. Cheese)	Canada	795.707
SIMPLE-06-2018	BG	824896	CHEESE_WAY	National Association of Milkprocessors	Cheese	China, Saudi Arabia, United Arab Emirates	1.580.261
SIMPLE-06-2018	FR	824688	AFRICA PGC 19	CNIEL	Dairy products (excl. Cheese), Cheese	Cameroon, Cote d'Ivoire, Nigeria, Senegal	1.549.234
SIMPLE-06-2018	FR	824694	CHEESE PMO 19	CNIEL	Cheese	Kuwait, Lebanon, Saudi Arabia, United Arab Emirates	1.927.430
SIMPLE-06-2018	FR	824700	CREAM PMO 19	CNIEL	Dairy products (excl. Cheese)	United Arab Emirates, Saudi Arabia	1.222.563
SIMPLE-06-2018	FR	824706	CHEESE AUST 19	CNIEL	Cheese	Australia	732.324
SIMPLE-06-2018	IT	824633	EDISLATAM	GRANLATTE SOCIETA' COOPERATIVA AGRICOLA	Cheese, Dairy products (excl. Cheese)	Brazil, Chile	2.280.958
SIMPLE-06-2018	IT	824727	ECG	CONSORZIO DEL FORMAGGIO PARMIGIANO-REGGIANO	Cheese	United Arab Emirates, Kuwait, Saudi Arabia	2.400.000

2018 Call for proposals - Multi programmes: Statistics

Submission statistics

- 36 proposals submitted
- 3 concern dairy sector

Evaluation statistics

- 21 selected
- 3 to promote dairy products

Submission end evaluation statistics of 2018 Calls for proposals - Multi programmes

	Proposal Number	Proposal Acronym	Coordinator	Coordinator MS	Partners	Partners MS	Product sector	Target countries	Requested Grant
Topic C — Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes or Information provision and promotion programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agri-food products	825674	EMF CHEESE CULTURE	GEIE EUROPEAN MILK FORUM - EMF	FR	MEJERIFORENINGEN DANISH DAIRY BOARD, CNIEL, THE NATIONAL DAIRY COUNCIL	DK+FR+IE	Cheese	Denmark, France, Ireland	3.740.000,00 €
	825810	EMF Milk	GEIE EUROPEAN MILK FORUM - EMF	FR	VLAM, MEJERIFORENINGEN DANISH DAIRY BOARD, CNIEL, THE NATIONAL DAIRY COUNCIL, STICHTING NEDERLANDS VOORLICHTINGSBUREAU VOOR MELK EN ZUIVELPRODUCTEN	BE+DK+FR+IE+NL	Dairy products (excl. Cheese)	Belgium, Denmark, France, Ireland, Netherlands	9.900.000,00 €
Topic D — Information provision and promotion programmes targeting any third countries	826014	EU_cheeses	National Association of Milkprocessors	BG	Panagrotikos Farmers Union of Cyprus	CY	Cheese	Brazil, Japan, United States	2.309.654,40 €

2019 Annual Work Programme - Calls for proposals: Budget

2019 budget increased to EUR 201,1 million:

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

! Increase of EUR 12,5 million allocated to multi programmes

2019 Annual Work Programme - Calls for proposals: Priorities

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

2019 Annual Work Programme - Calls for proposals: Priorities

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

2019 Annual Work Programme - Calls for proposals: References

2019 Annual Work Programme:

https://ec.europa.eu/info/promotion-eu-farm-products_en#annualworkprogramme

2019 Call for Proposals — Simple Programmes:

https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.C_.2019.018.01.0004.01.ENG&toc=OJ:C:2019:018:TOC

2019 Call for Proposals — Multi Programmes:

https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.C_.2019.018.01.0021.01.ENG&toc=OJ:C:2019:018:TOC

Deadline for submitting applications: 16.4.2019 17:00 CET

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



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

CHAFEA
Promotion of agricultural products

EUROPA > European Commission > Chafea > Promotion of agricultural products

REGISTER/SIGN IN

FUNDING OPPORTUNITIES

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

LEARN MORE

EXPLORE FUNDING OPPORTUNITIES

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

ENTER NEW MARKETS

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

FIND A PROJECT PARTNER

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

WHY REGISTER?

Register to access additional information and tools:

- Market reports
- Project partner search tool

Thank you for your attention!

