



# Annual Work Programme 2019

*10 December 2018  
Civil Dialogue Group*

*DG Agriculture and Rural Development  
European Commission*

## How did we draft the AWP 2019?

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

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



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

## **The draft Annual Work Programme for 2019 *Procedure***

- **29/06/2018: Discussion with Civil Dialogue group**
- **30/06/2018 : Deadline for MS to submit comments**
- **19/09/2018: Launch of the inter-services consultation**
- **24/09/2018: Presentation in Committee**
- **29/10/2018: Vote in the Committee**
- **14/11/2018: Adoption of the AWP by the Commission**
- **January 2019: Publication of calls for proposals**

## Annual Work Programme for 2019

- **Continuity with AWP 2018**
- **Specificities:**
  - Increased budget (+12,5M€ compared to 2018)
  - Within the EU: focus on quality schemes and labels, organics
  - Specific sectors: sustainably produced rice, table olives, beef, fresh fruit & vegetables
  - Simple & Multi programmes: emphasis on third countries

## Budget

- Increased budget for the promotion policy (simple programmes + multi programmes+ Commission initiatives):

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

- Breakdown for the 2019 budget of 201,1 Mio:
  - 100 Mio for simple programmes
  - 91,6 Mio for multi programmes
  - 9,5 Mio for Commission's own actions

<b>SIMPLE PROGRAMMES</b>		<b>100 M</b>
<b>Simple programmes in the Internal market</b>		<b>[20M]</b>
Topic 1. Programmes on EU quality schemes (PDO, PGI, TSG, OQT), organic, RUP		[12 M]
Topic 2. Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for environment and sustainability) and the characteristics of EU products in terms of quality, taste, diversity or traditions (=outside EU quality schemes)		[8 M]
<b>Simple programmes in Third Countries</b>		<b>[75 M]</b>
Topic 3. China, Japan, Korea, South East Asia, Southern Asia		[25.25M ]
Topic 4. Canada, USA, Mexico, Columbia		[22 M]
Topic 5. Other geographical areas		[25.25M]
Topic 6. Table olives		[2.5M]
<b>Simple programmes for market disturbance/additional call for proposals</b>		<b>[5M]</b>
<b>MULTI PROGRAMMES</b>		<b>91.6 M</b>
<b>Multi programmes in the Internal Market</b>		<b>[43.3 M]</b>
Topic A. 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]
<b>Multi programmes in Third Countries</b>		<b>[43.3M]</b>
Topic D. 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]
<b>Multi programmes for market disturbance/additional call for proposals</b>		<b>[5M]</b>
<b>Commission's own initiatives</b>		<b>9.5 M</b>
<b>Total promotion actions</b>		<b>201.1 M</b>

## Simple programmes

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]

## Multi programmes

MULTI PROGRAMMES		91.6 M
Multi programmes in the Internal Market		[43.3 M]
Topic A. Programmes on EU quality schemes [(PDO, PGI, TSG, OQT), organic, RUP] or Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for environment and sustainability) and the characteristics of EU products in terms of quality, taste, diversity or traditions		[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]
Topic D. Programmes on EU quality schemes [(PDO, PGI, TSG, OQT), organic, RUP] or Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for environment and sustainability) and the characteristics of EU products in terms of quality, taste, diversity or traditions.		[38.3 M]
Topic E. Beef		[5M]
Multi programmes for market disturbance/additional call for proposals		[5M]



## Priorities for AWP 2019 (compared to AWP 2018)

SIMPLE PROGRAMMES		Mio EUR
<b>SIMPLE PROGRAMMES in Internal Market</b>		<b>20 (20)</b>
TOPIC 1. Programmes on EU Quality Schemes		12 (11)
TOPIC 2. Programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products		8 (7)
<b>SIMPLE PROGRAMMES in Third Countries</b>		<b>75 (75)</b>
TOPIC 3. China, Japan, South Korea, Taiwan, South East Asia, Southern Asia		25,25 (26,25)
TOPIC 4. Canada, USA, Mexico, Columbia		22 (22,5)
TOPIC 5. Other geographical areas		25,25 (22,5)
TOPIC 6. Table olives		2,5 (/)
<b>Market disturbance/additional call for proposals</b>		<b>5 (4,5)</b>
<b>Total SIMPLE</b>		<b>100 (90)</b>
MULTI PROGRAMMES		Mio EUR
<b>MULTI PROGRAMMES in Internal Market</b>		<b>43,3</b>
TOPIC A. Programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products or on EU Quality Schemes		32,8 (30)
TOPIC B. Healthy eating: fresh fruits and vegetables		8 (8)
TOPIC C. Sustainable produced rice		2,5 (/)
<b>Multi programmes in Third countries</b>		<b>48,3</b>
TOPIC D. Programmes highlighting the specific highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products or on EU Quality Schemes in TC		38,3 (32,1 )
TOPIC E. Beef		5 (/)
<b>Market disturbance/additional call for proposals</b>		<b>5</b>
<b>Total MULTI</b>		<b>91,6 (79)</b>
<b>TOTAL SIMPLE and MULTI PROGRAMMES</b>		<b>191,6 (179,1)</b>
Commission own initiatives		9.5 (9,5)
<b>TOTAL PROMOTION</b>		<b>201.1 (188.6)</b>

Thank you!

