

ECORYS



Answering
tomorrow's
challenges
today

**Synthesis of the OPC
on the review of the EU
agri-food promotion policy
(Regulation 1144/2014)**

Content

- Background and timeline on the consultation
- Overview of the profile of respondents to the OPC
- Results of the analysis of responses
- Conclusions





/01

**Background and timeline of the
Open Public Consultation (OPC)**

Review of the EU agri-food promotion policy

The objective of the review is to “strengthen the competitiveness of the Union agricultural and food sector, whilst enhancing coherence with other EU policies, simplify programme implementation, and maximise its impact”. It is intended to do this by:

1. Refocusing the EU policy objectives
2. Streamlining the implementation model

The Online Public Consultation aimed to gather information and **feedback from EU citizens and relevant stakeholders** on three possible policy options, in particular on the possible changes to the regulatory framework:

1. Building on the success of current policy (option 1)
2. Focus the policy scope (option 2)
3. Review conditionality / eligibility (option 3)



Consultation Timeline



/02

Profile of respondents

7528 Respondents overall



7182 Citizens



110 Civil society organisations

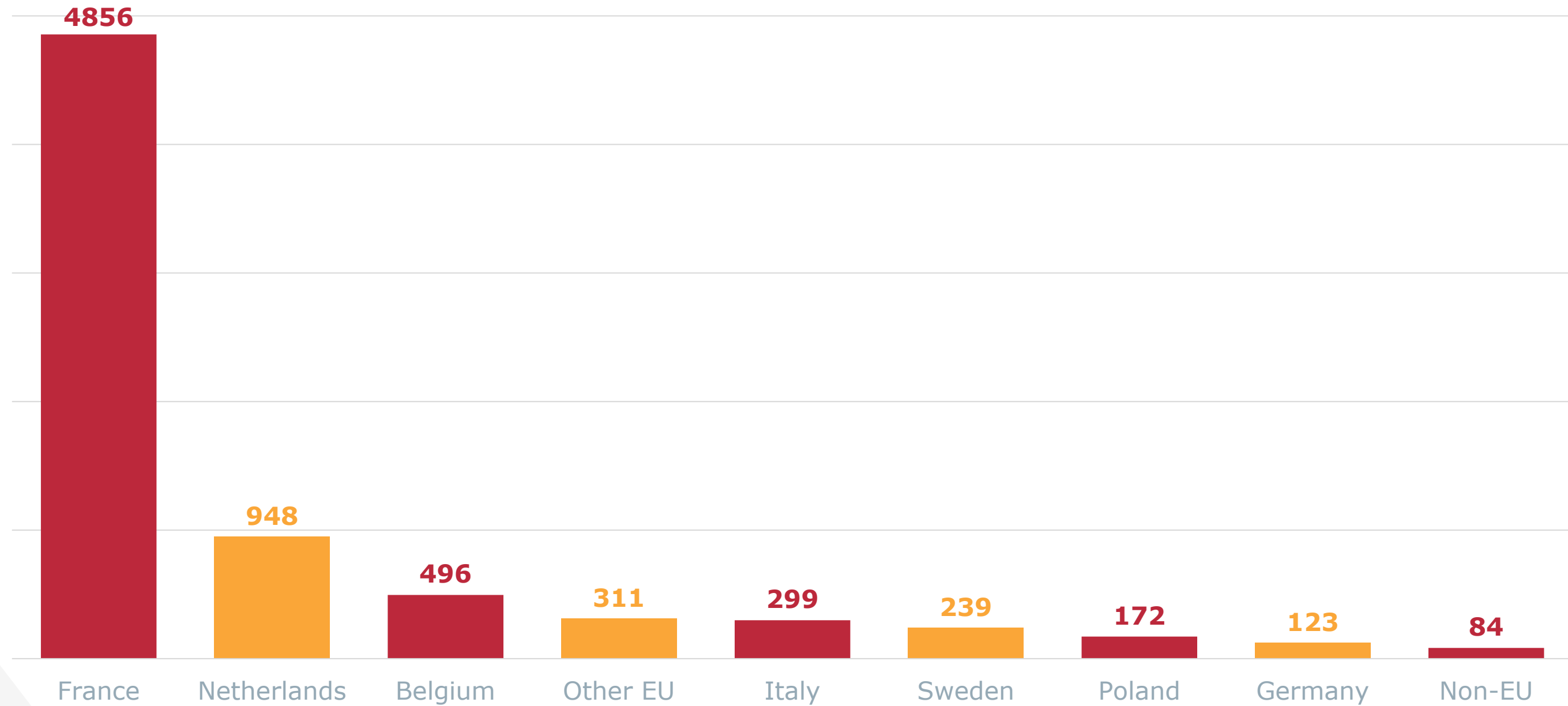


219 Businesses



17 Public authorities

Number of responses by country of origin



Why so many replies from citizens from France?

NGOs in France encouraged citizens to contribute to the OPC (e.g. the Association Végétarienne de France, L124 and Greenpeace) and demand to stop promotion of animal products.

NGOs pointed citizens towards a **specific website created by the NGO L124**, where instructions on how to fill in the **questionnaire** were provided in video format. This tutorial video provided specific instructions for six questions.

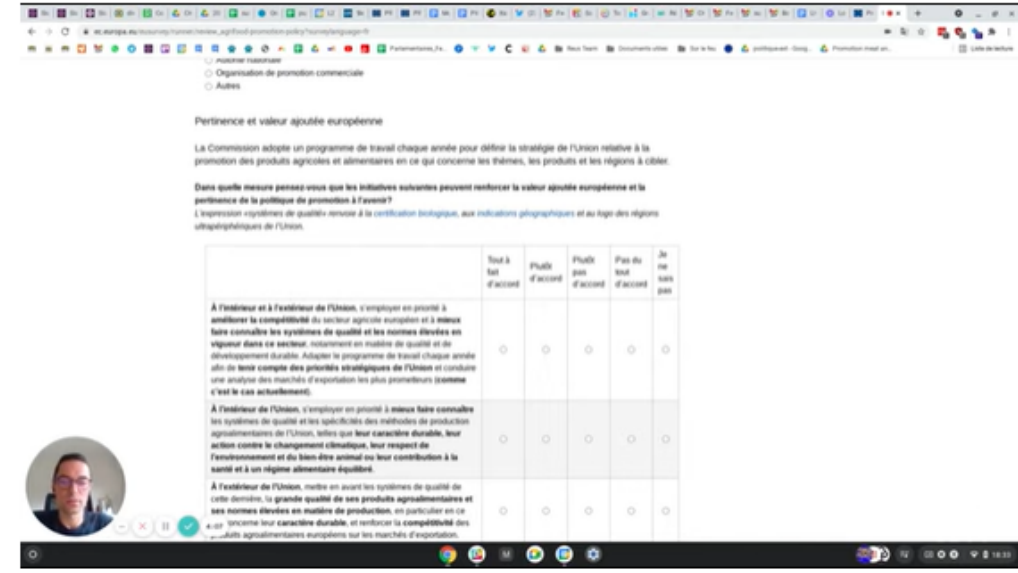
l214.com/lettres-infos/2021/05/26-li-chafea/
programme de promotion.

On a 2 missions à vous confier :

1. Participer à la consultation.
2. Partager l'information sur vos réseaux sociaux.

Faites que vos impôts ne financent plus la publicité pour la viande et le lait !

Répondre à la consultation en ligne est primordial. Installez-vous confortablement devant un ordinateur, et prévoyez 15 minutes. On a préparé un tutoriel vidéo pour vous simplifier la tâche :



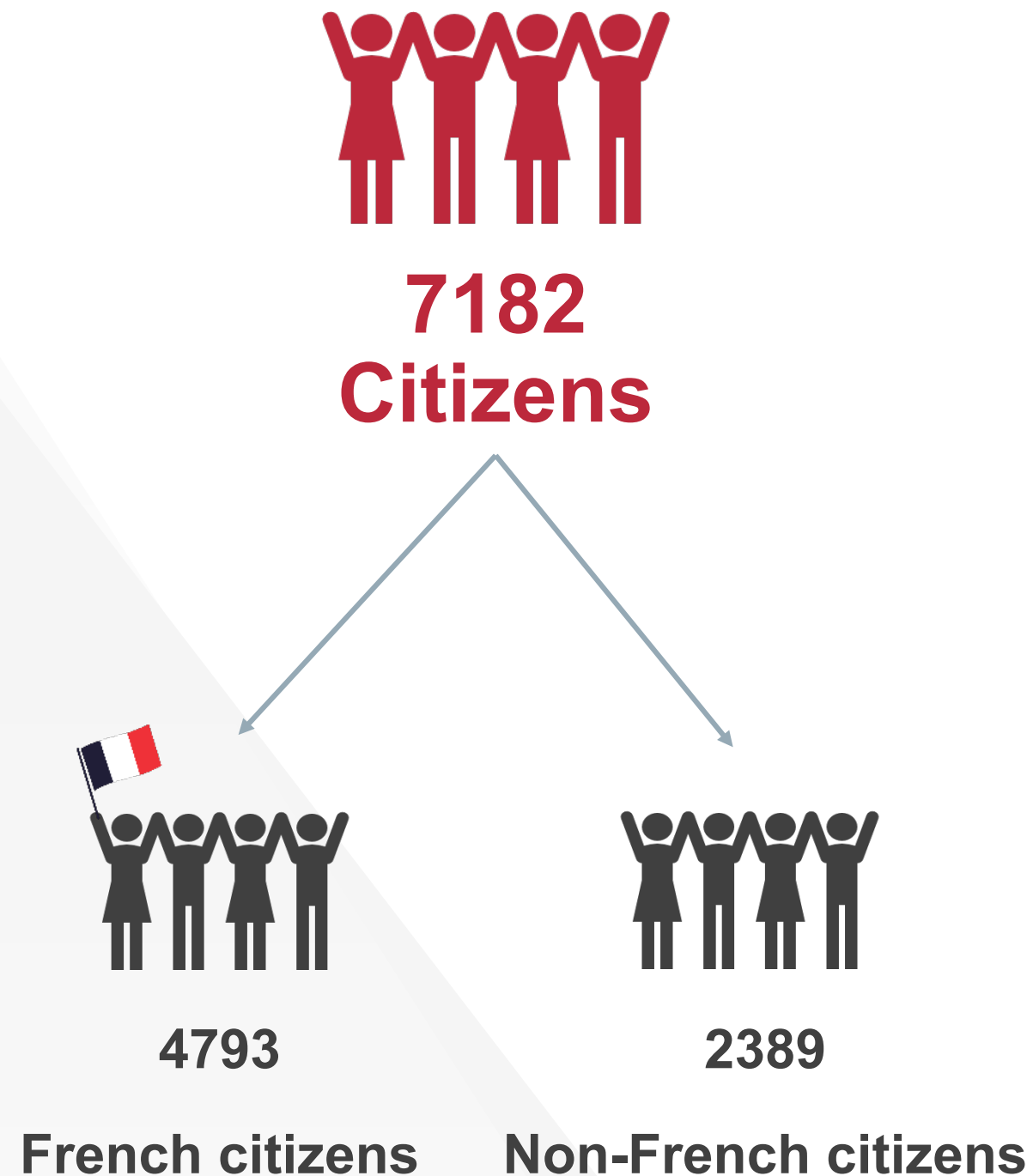
	Tout à fait d'accord	Plutôt d'accord	Plutôt pas d'accord	Je ne sais pas
À l'intérieur et à l'extérieur de l'Union, s'employer en priorité à améliorer la compétitivité du secteur agricole européen et à mieux faire connaître les systèmes de qualité et les normes élevées en vigueur dans ce secteur, notamment en matière de qualité et de développement durable. Adapter le programme de travail chaque année afin de tenir compte des priorités stratégiques de l'Union et conduire une analyse des marchés d'exportation les plus prometteurs (comme c'est le cas actuellement).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
À l'intérieur de l'Union, s'employer en priorité à mieux faire connaître les systèmes de qualité et les spécificités des méthodes de production agricoles de l'Union, telles que leur caractère durable, leur action contre le changement climatique, leur respect de l'environnement et de bien-être animal ou leur contribution à la santé et à un régime alimentaire équilibré.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
À l'extérieur de l'Union, mettre en avant les systèmes de qualité de cette dernière, la grande qualité de ses produits agricoles et ses normes élevées en matière de production, en particulier en ce qui concerne leur caractère durable, et renforcer la compétitivité des produits agricoles européens sur les marchés d'exportation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

→ JE PARTICIPE À LA CONSULTATION

Je partage l'information

Link to video: <https://www.l214.com/lettres-infos/2021/05/26-li-chafea/>

Further details on citizens replying to the OPC



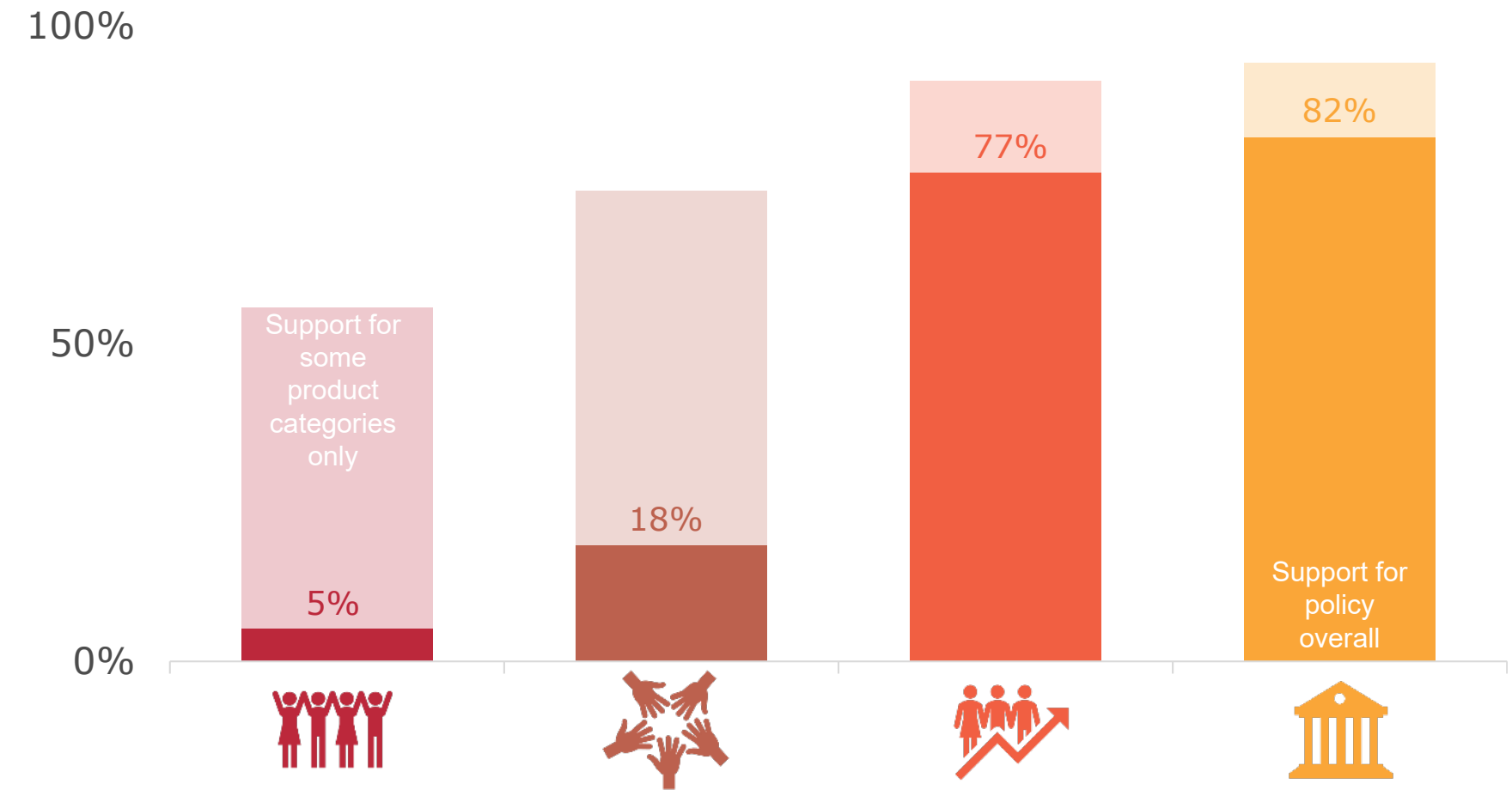
- Response patterns for French and non-French citizens are very similar
- Please keep in mind: respondents are not necessarily representative of EU population overall (*citizens are rather 'engaged' citizens*)

/03

Relevance and EU added value

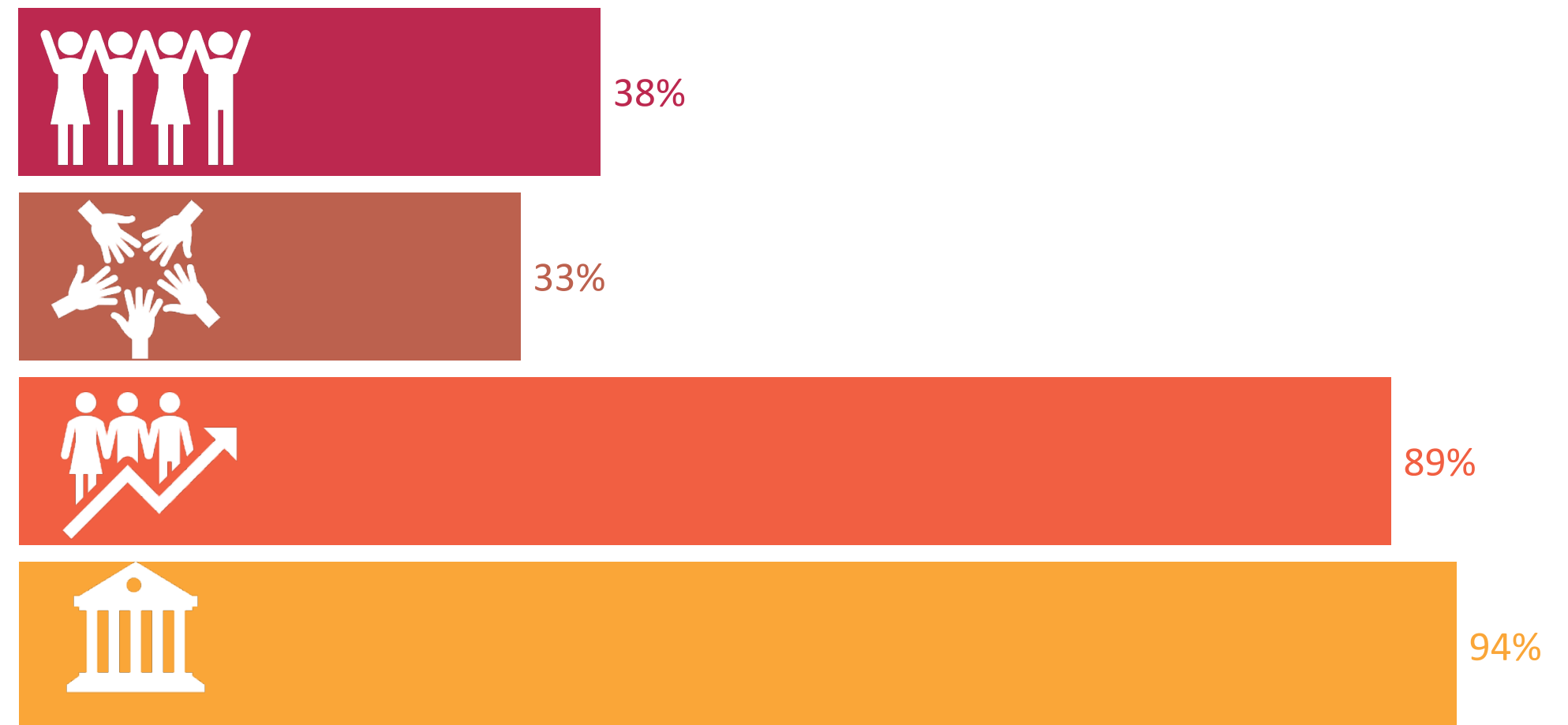
Support for promotion policy

Support for policy weak among citizens, strong among business associations and public authorities

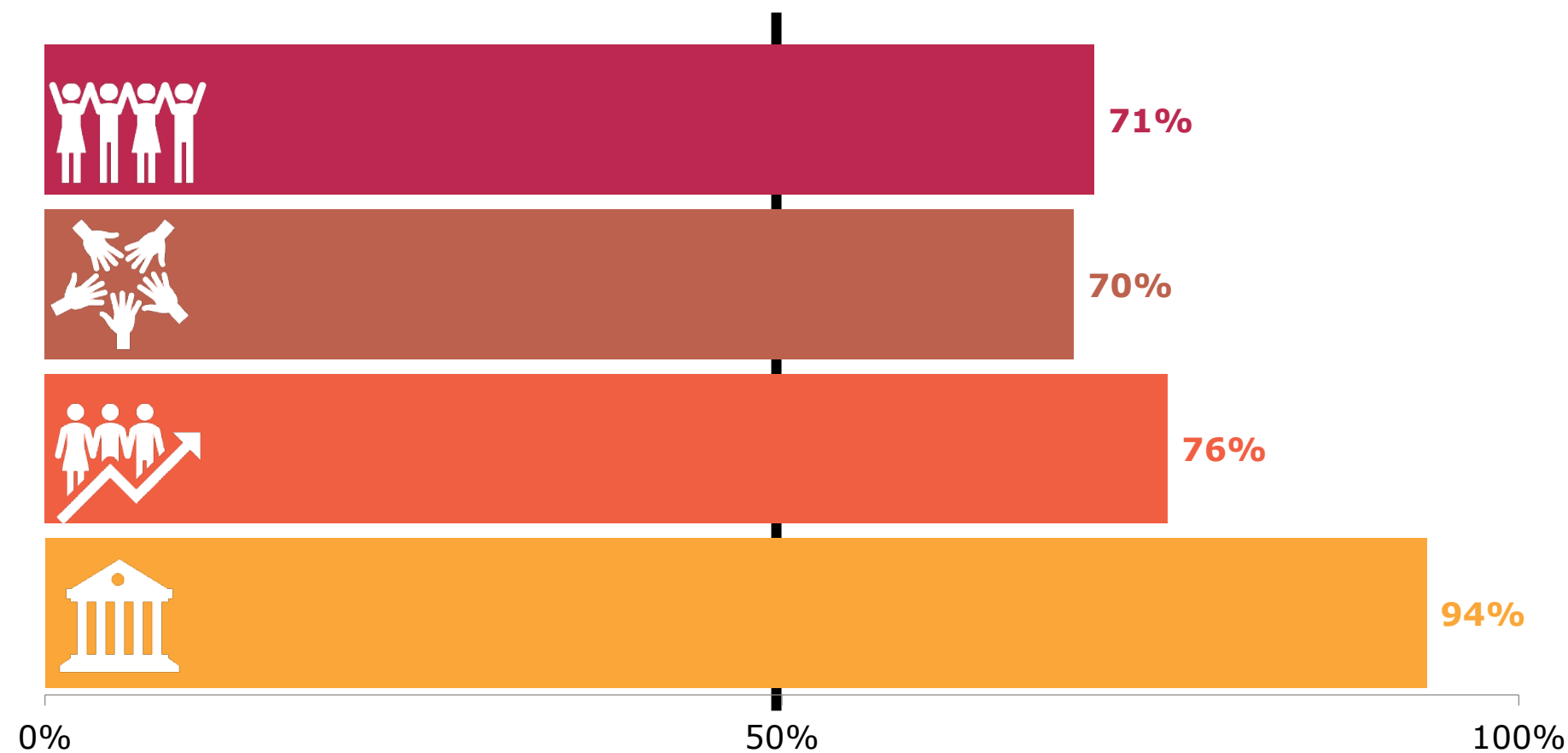


Actions to increase the EU added-value and relevance

A majority of businesses and public authorities in favour of maintaining the current policy



Actions to increase the EU added-value and relevance

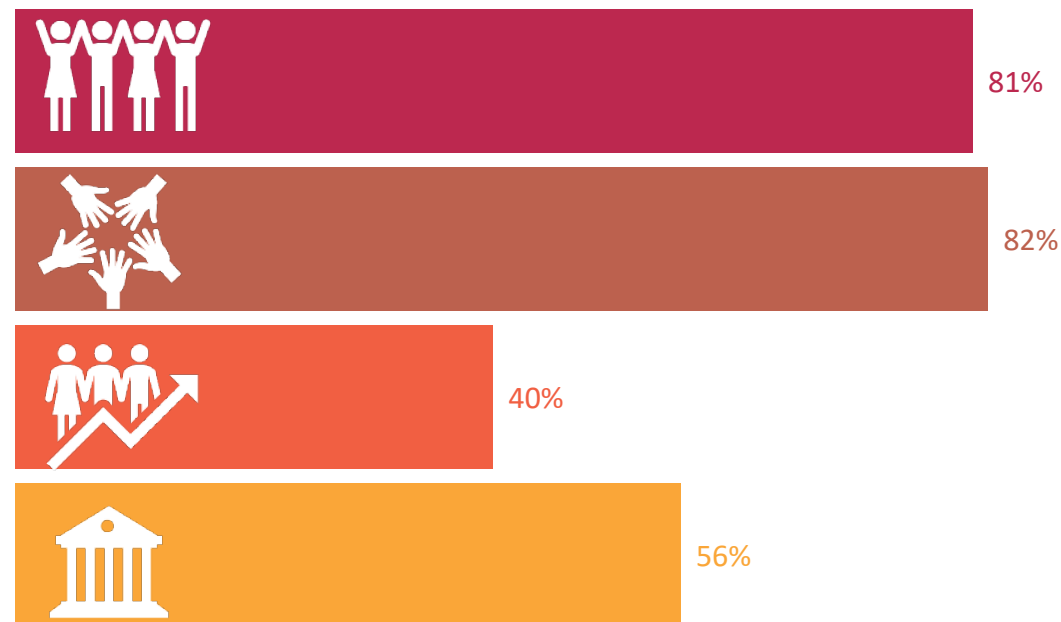


Consensus to raise awareness on sustainable and healthy products inside the EU

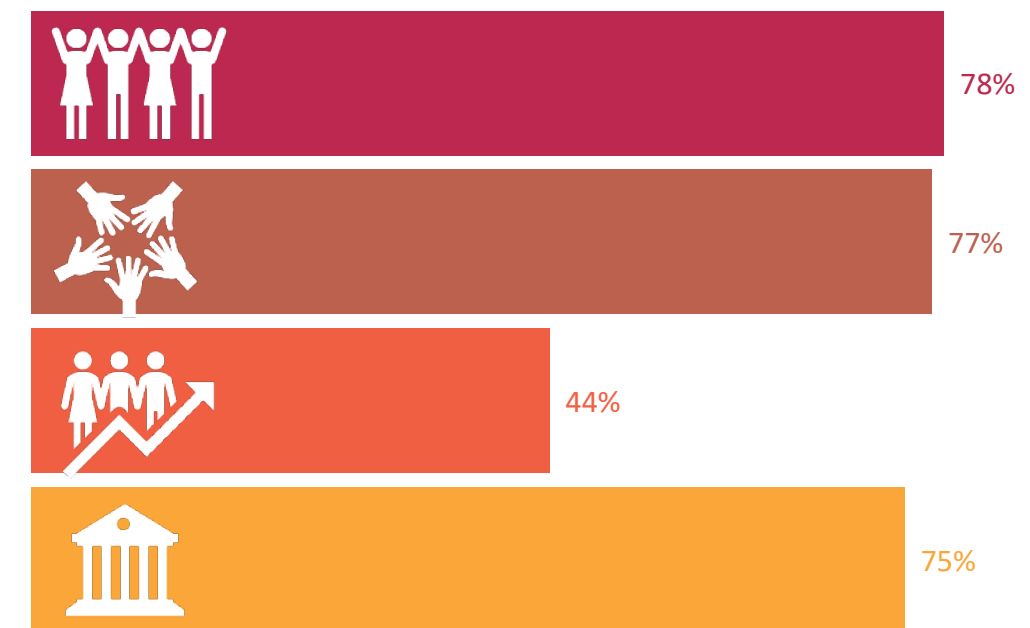
Replies to Question 3: To which extent do you agree that the following actions can increase the EU added-value and the relevance of the promotion policy in the future?

Actions to increase the EU added-value and relevance

New eligibility criteria for products contributing to healthy, balanced diets (inside EU)



New eligibility criteria for sustainable products (inside and outside EU)



Support from citizens, civil society and public authorities to introduce new eligibility criteria

Replies to Question 3: To which extent do you agree that the following actions can increase the EU added-value and the relevance of the promotion policy in the future?

Ways to increase the coherence with other EU policies



- Further promote
 - Plant-based products
 - Vegetarian/vegan diets
 - Organic/sustainable agriculture
- End promoting
 - Animal products such as meat, dairy, eggs, fish
 - Products from (intensive) livestock production



- Further promote
 - Vegetarian/vegan diets
 - Sustainable & balanced diets including meat
- The policy itself
 - Alignment with other EU policies
 - Revise the policy by including environmental, social, and health objectives
- End promoting
 - Animal products, such as meat & dairy

Ways to increase the coherence with other EU policies



- The policy itself
 - No exclusion of agricultural products
 - Maintain competitiveness as key objective
 - Revise the policy by including environmental, social, and health objectives
- Further promote
 - Sustainable & balanced diets including meat
 - Inform citizens about the benefits of healthy & balanced diets
 - Sustainable production
- Further promote
 - Sustainable production
 - Inform citizens about the benefits of a healthy & balanced diets
- The policy itself
 - Revise the policy to be more sustainable by including environmental, social, and health objectives
 - Revise eligibility criteria to include plant-based/sustainable products
 - Align with other EU policies

Key messages – Relevance and EU added value

1) Diverging views

- ✓ Businesses and public authorities are more in favour of maintaining the current policy (Option 1)
- ✓ Citizens and civil society support the introduction of new eligibility criteria (Option 3)

2) Consensus on the focus for promotion inside the EU

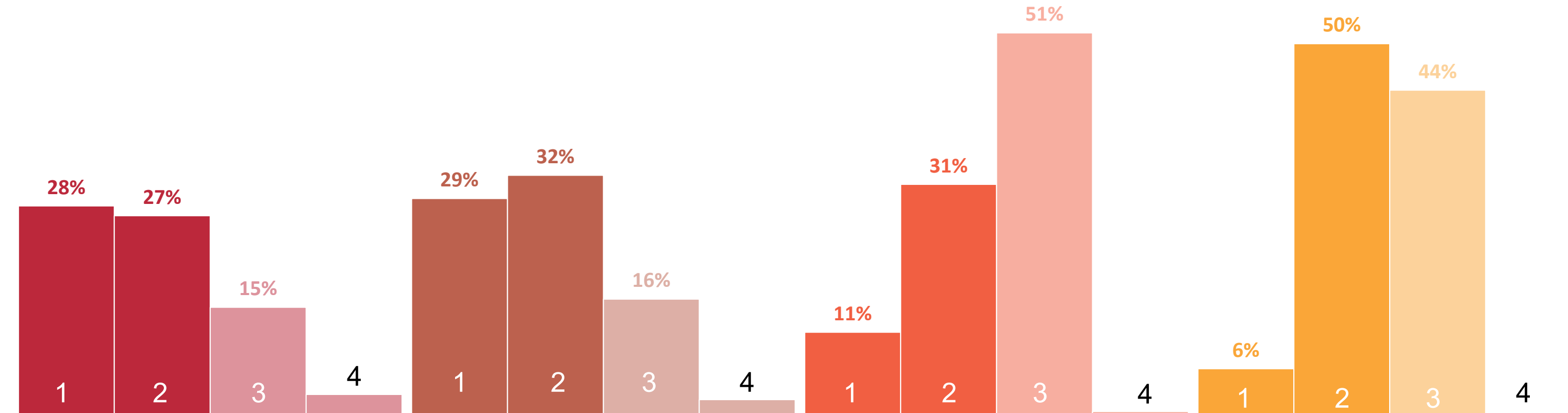
- ✓ Majorities across groups support raising awareness for *sustainability, climate change action and respect of the environment, animal welfare or their contribution to balanced diets and health*

3) Consensus on promotion policy supporting sustainably produced products, yet divergent views on whether this can include the promotion of meat products

/04

Scope of the policy

Target markets for the promotion policy

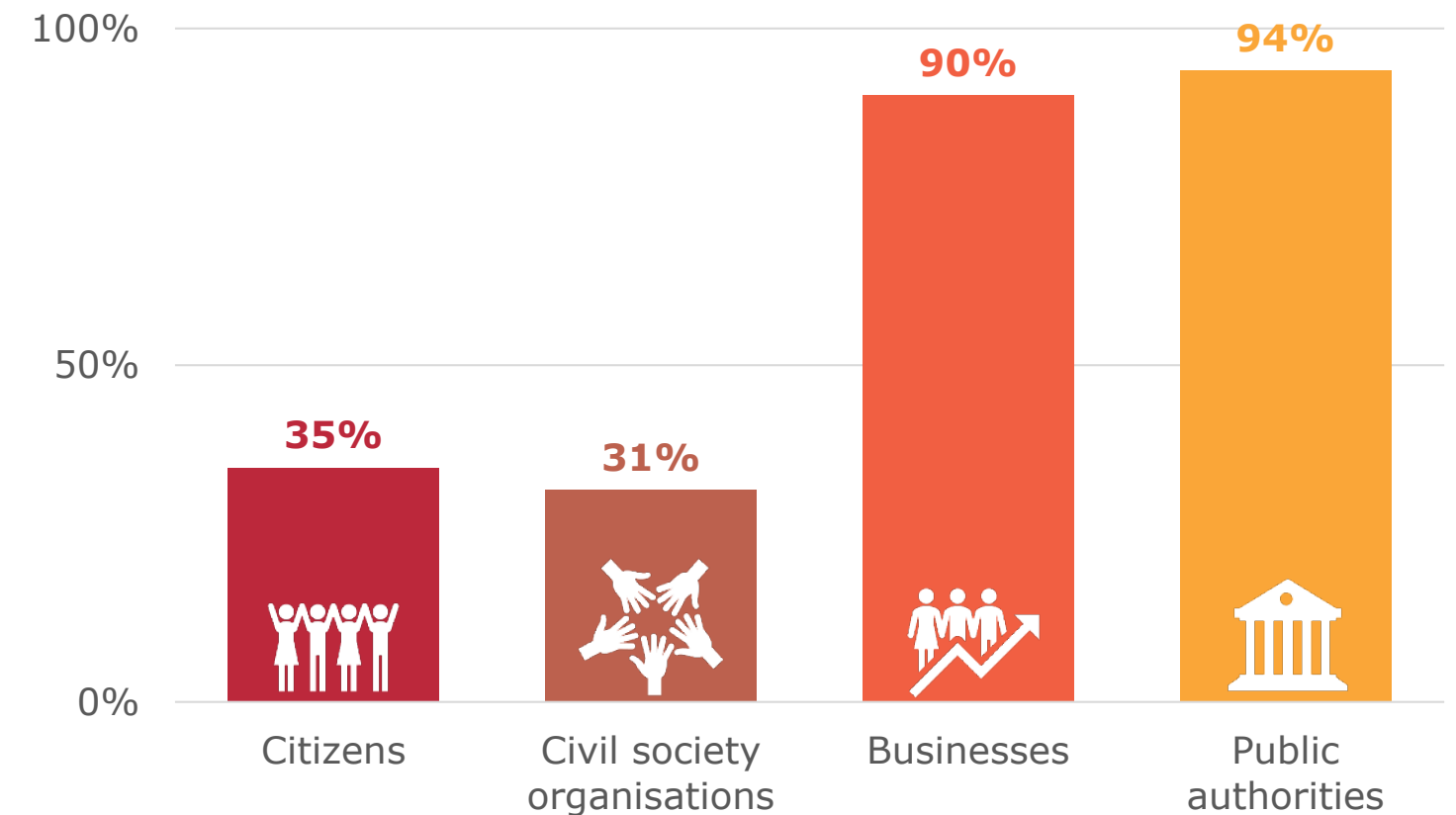


1. EU countries only
2. Primarily EU countries
3. Primarily non-EU countries
4. Non-Eu countries only

Replies to Question 5: Which markets should be targeted by the EU promotion policy?

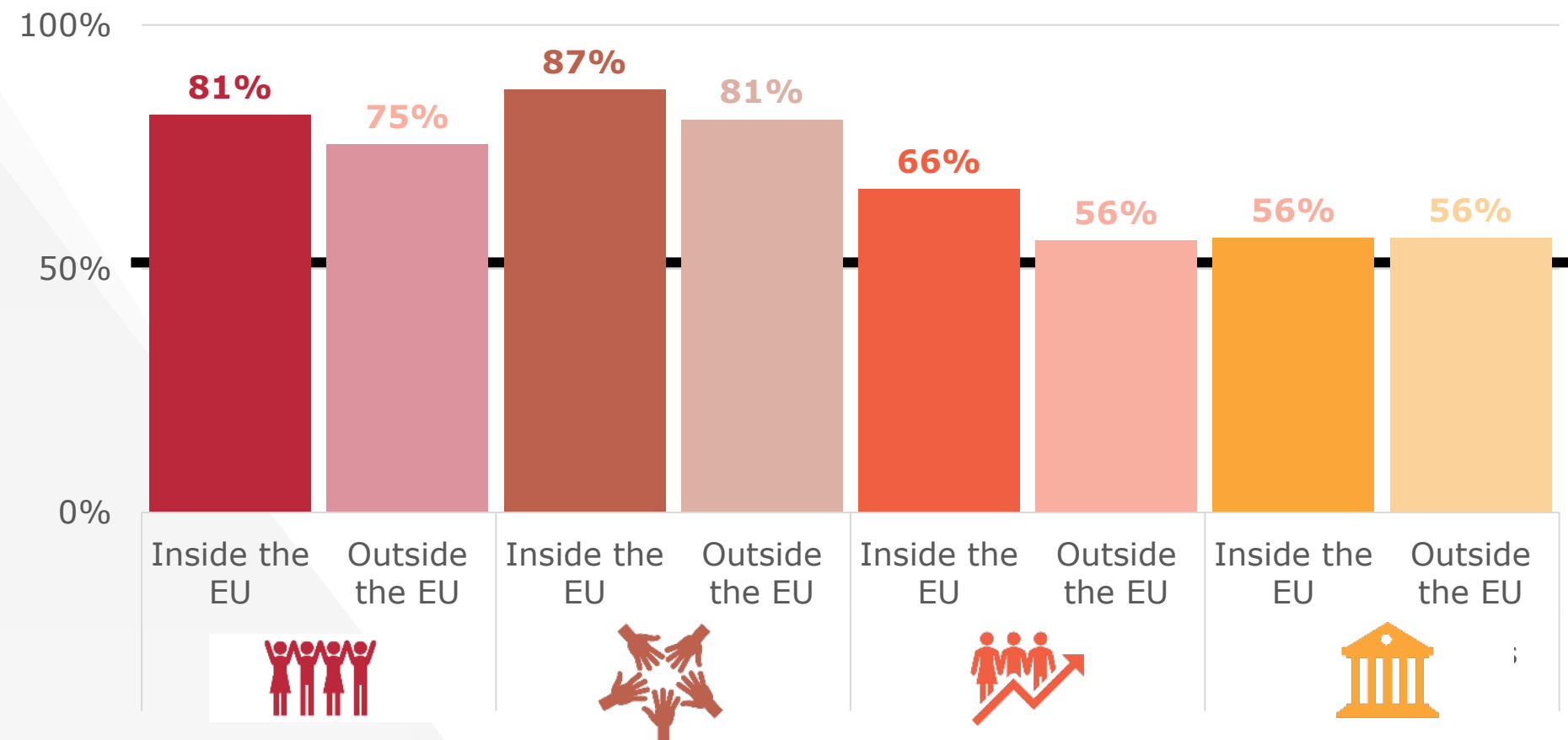
Types of products to be supported by the promotion policy

Strong support for current scope of the promotion policy among businesses and authorities, weak support among citizens and civil society



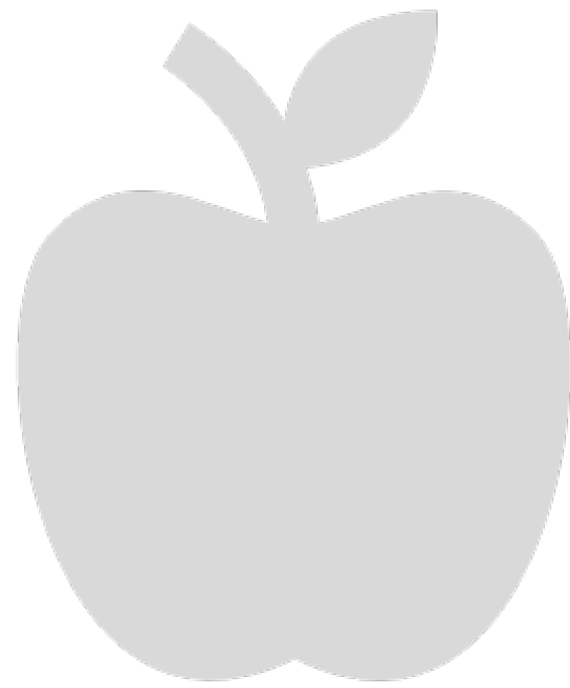
Inside and outside the EU: the policy should support EU agri-food products competitiveness, raise awareness of quality schemes and generally of the high quality of EU agri-food products and high standards of EU production methods
(as is the case at present)

Consensus for products sustainably produced

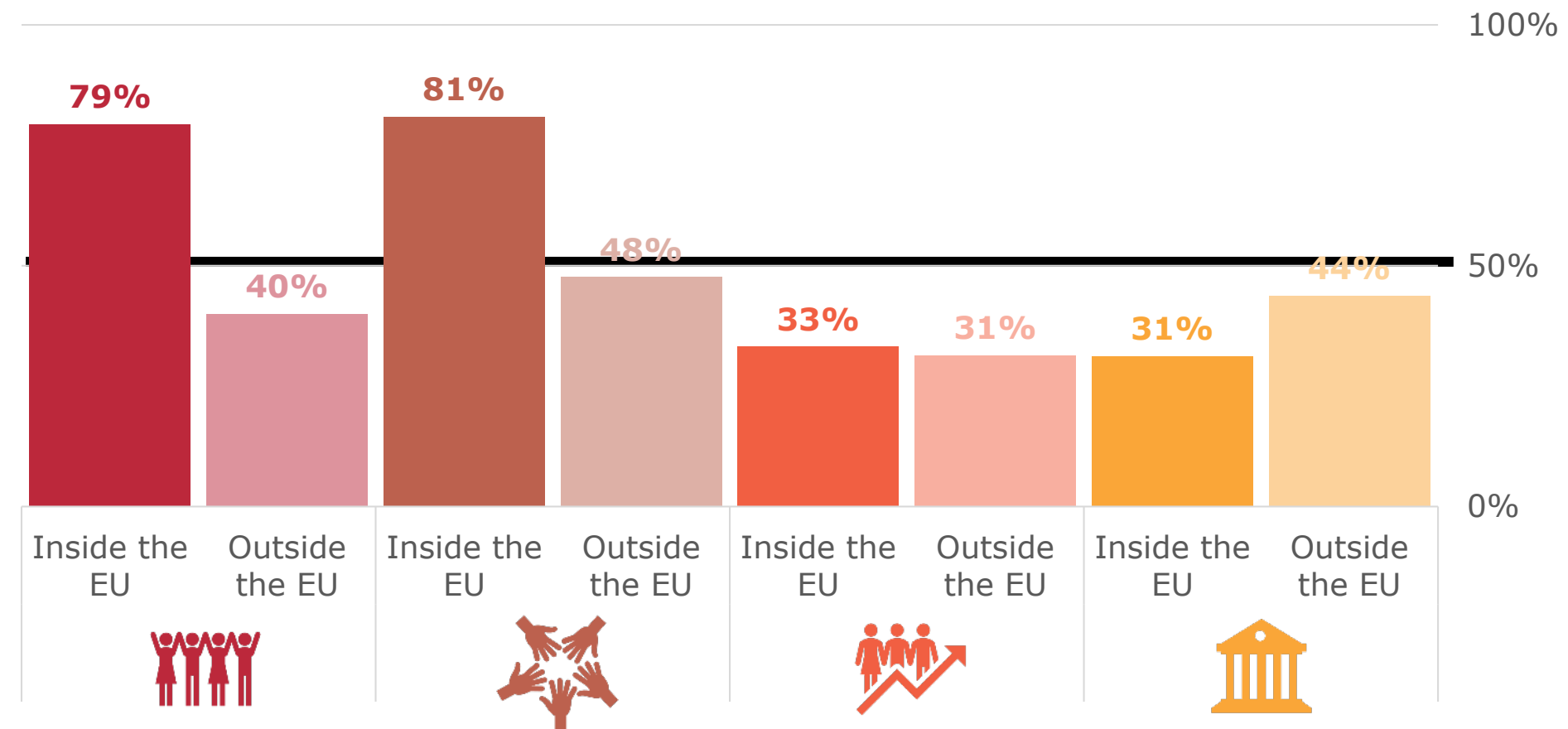


Only promote EU agri-food products and quality schemes which are **sustainably produced**, respecting all sustainability elements, including animal welfare, respect for the environment and climate as defined in the Farm to Fork strategy

No consensus for only supporting products aligned with healthy diets*



Only promote EU agri-food products and quality schemes which are aligned with **healthy, sustainable diets** as described in the Europe Beating Cancer Plan



*As described in the Europe Beating Cancer Plan.

Replies to Question 6: To what extent do you agree that the promotion policy should support the following promotion and information action

Key messages – Scope of the policy

1) Divergent views on targeted countries

- ✓ Citizens/civil society: preference for EU countries
- ✓ Businesses/public authorities: preference for both EU and non-EU countries

2) Consensus on promoting products sustainably produced

- ✓ A majority (>50%) in each group support promoting *products sustainably produced, respecting all sustainability elements, including animal welfare, respect for the environment and climate as defined in the Farm to Fork strategy*
- ✓ Most respondents are in favour to take the same approach in and outside the EU

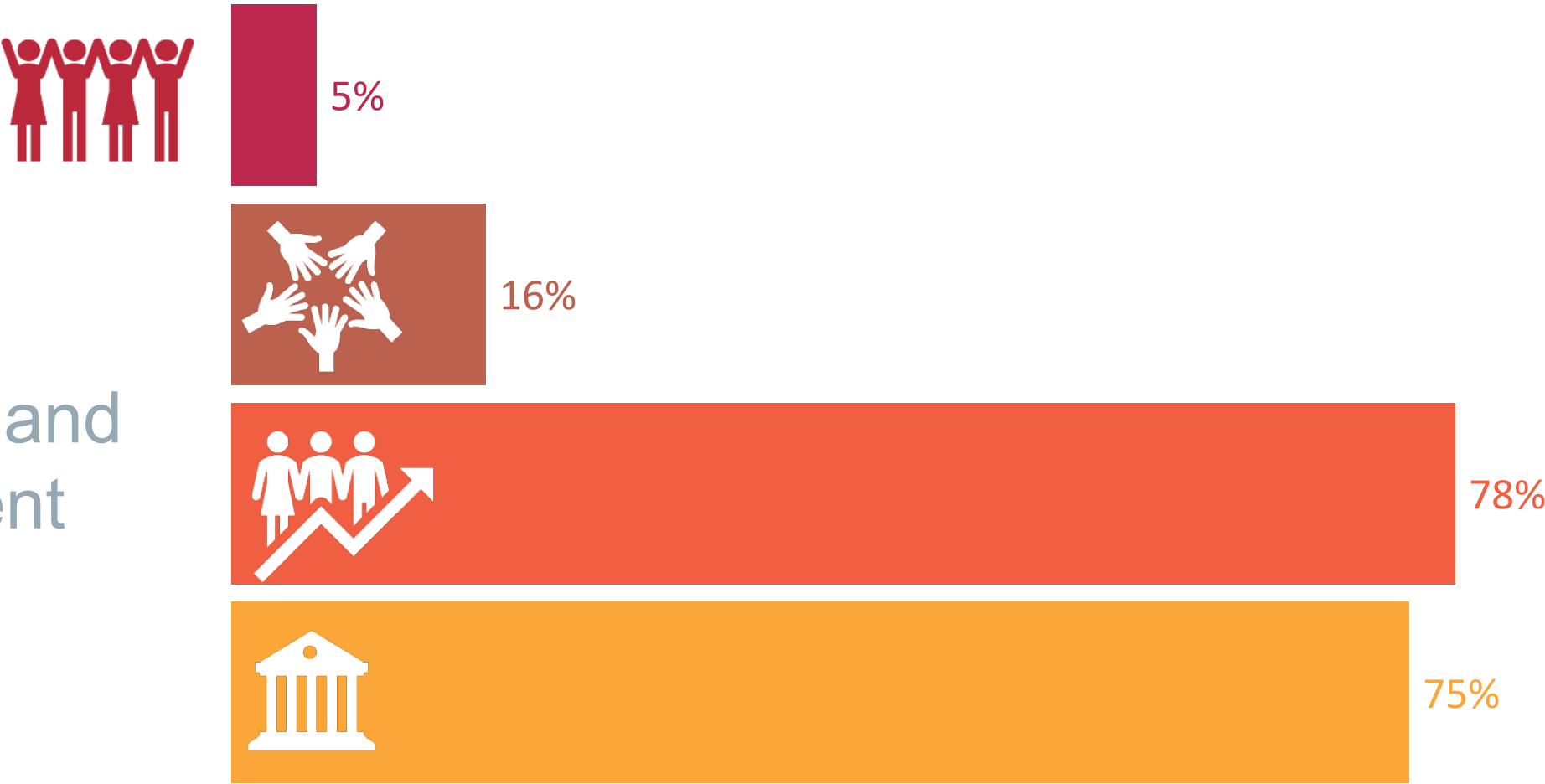


/05

Enhance contribution to other policies objectives through new eligibility / selection conditions

Eligibility and selection criteria

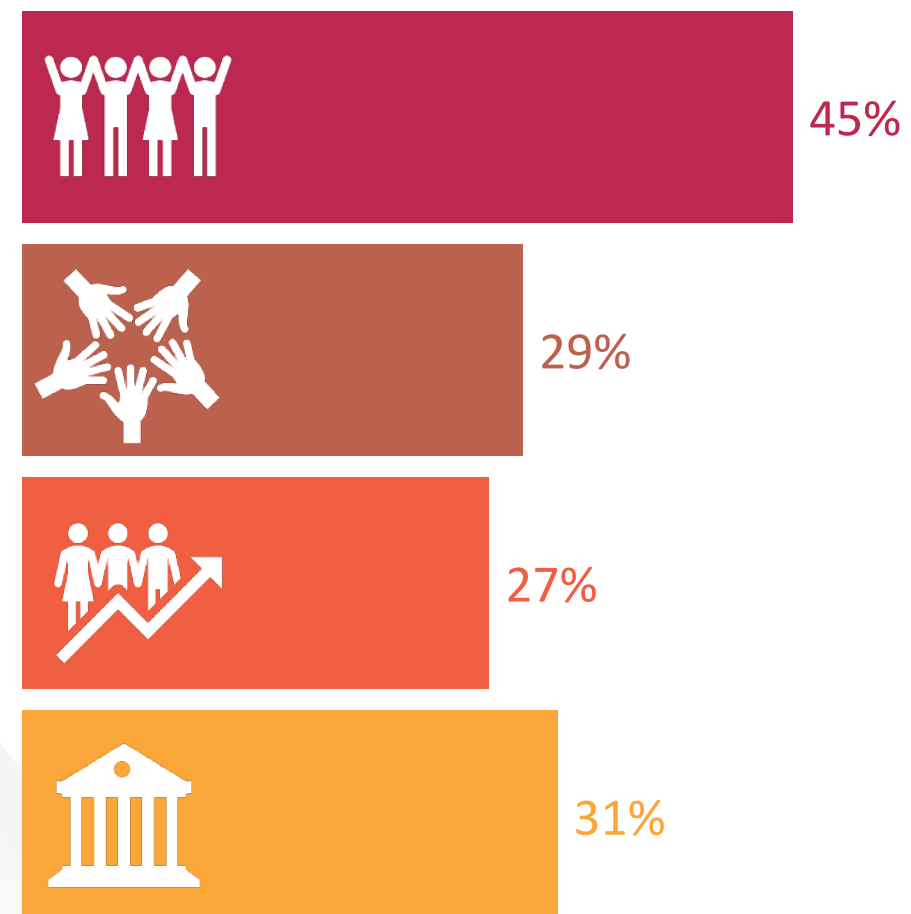
Strong support from businesses and public authorities to keep current eligibility criteria



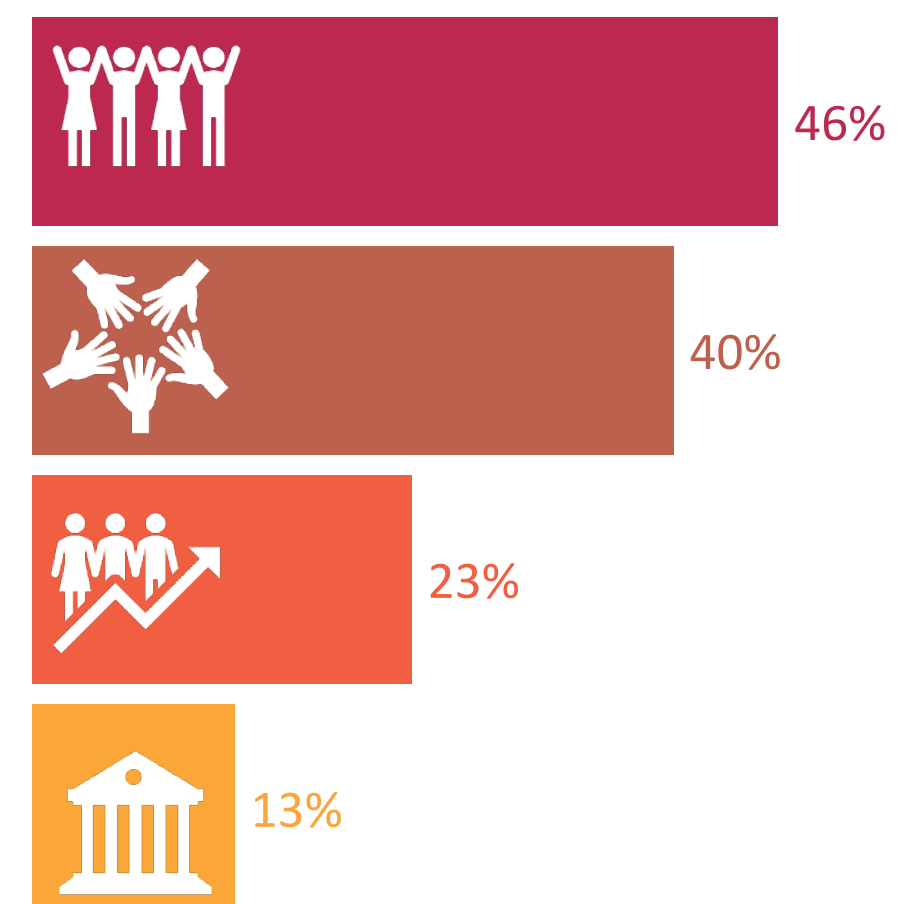
All products remain eligible, but revised selection criteria

Low level of support (<50%) for including revised selection criteria

All products remain eligible but selection subject to contribution to sustainable and more plant-based diet



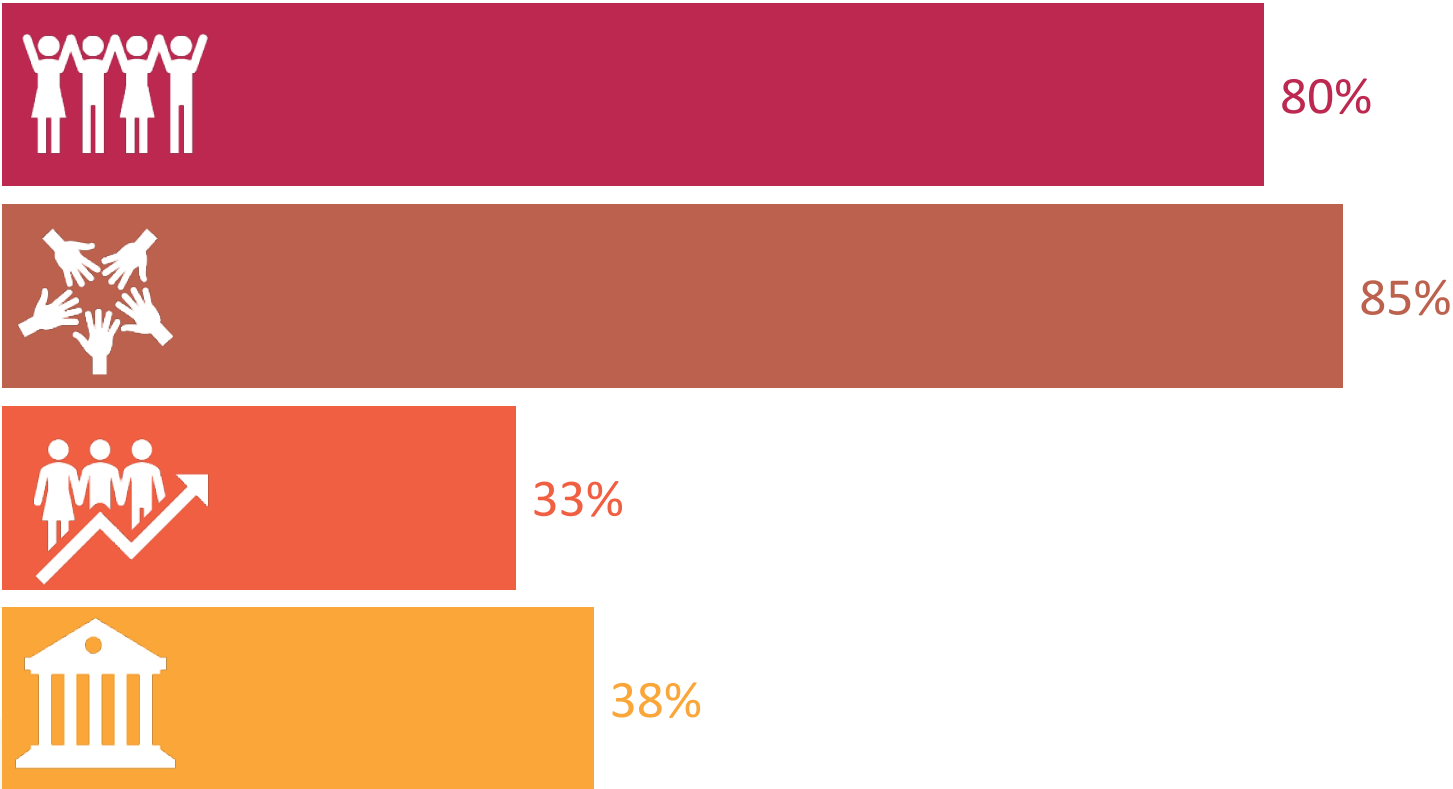
All products remain eligible but selection limited to sustainable and more plant-based diet



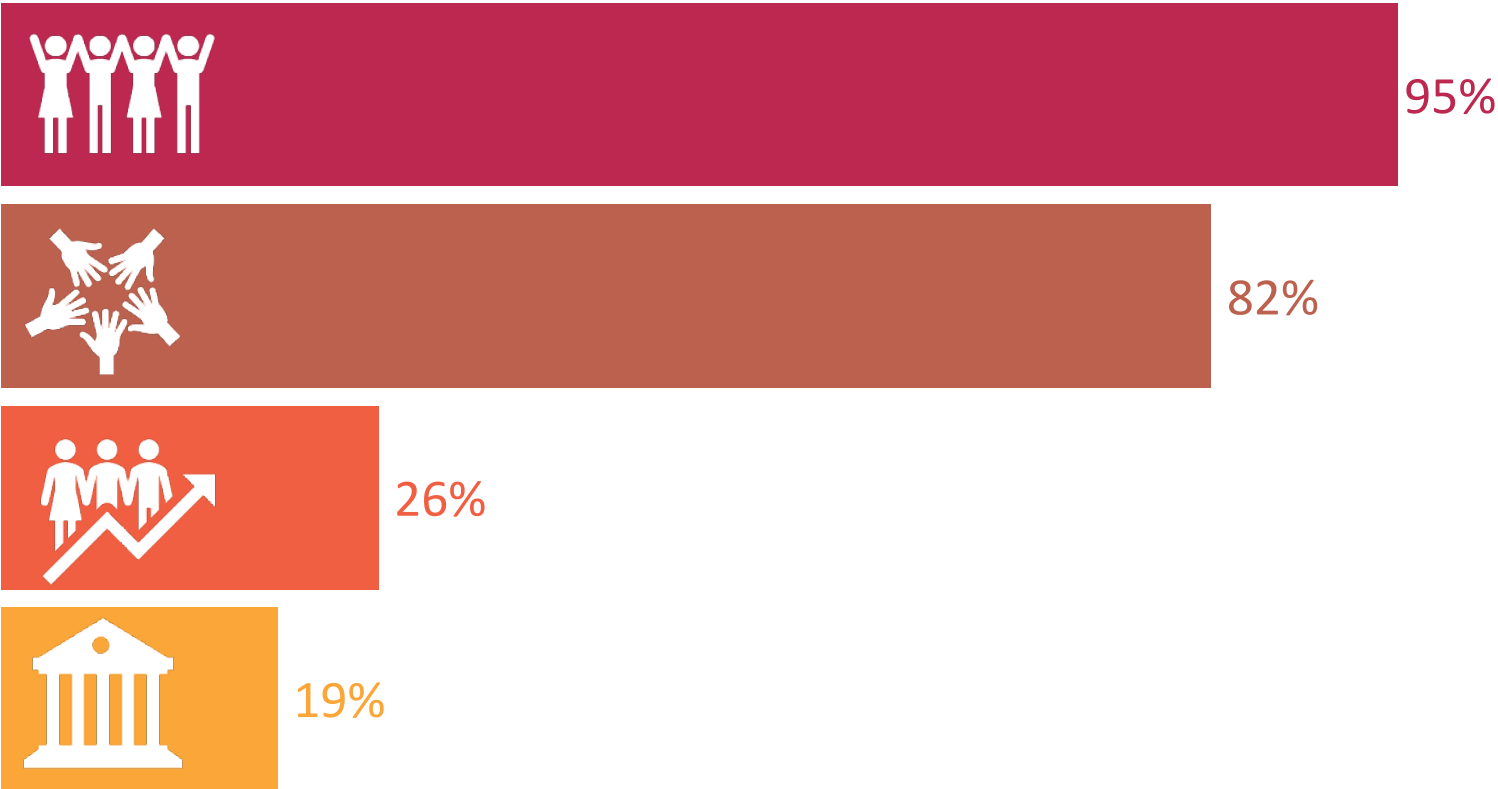
Replies to Question 7: To what extent do you agree with the following statements?

New eligibility criteria

Exclude products that are not sustainably produced



Exclude products that are not in line with the shift to a more plant-based diet

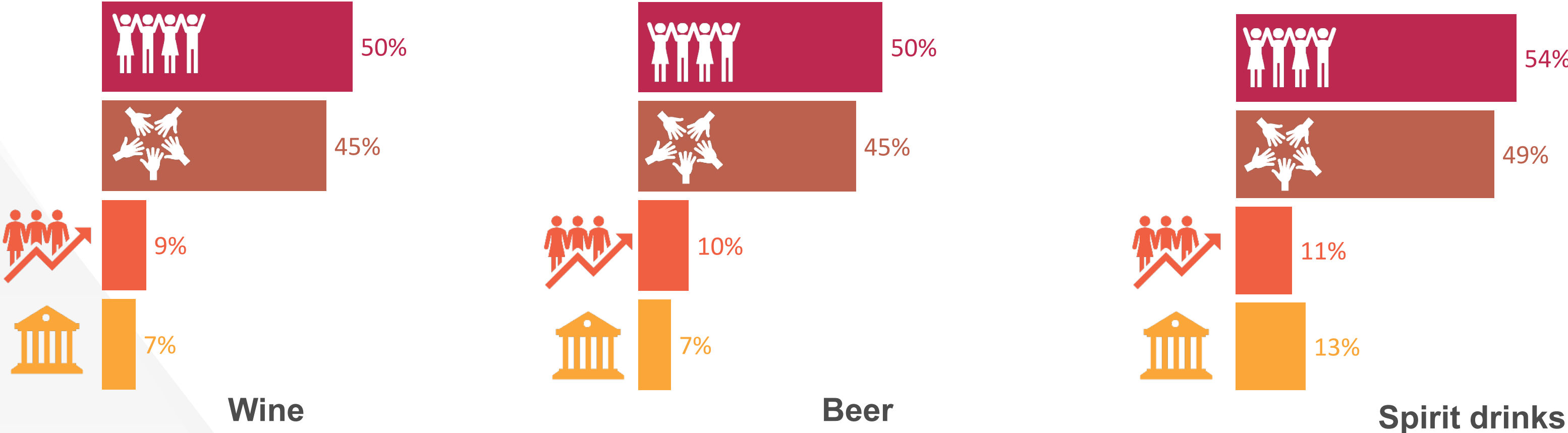


More than **80%** of citizens and civil society organisations want to exclude products not sustainably produced and not in line with more plant-based diets

Replies to Question 7: To what extent do you agree with the following statements?

Divergent views on the promotion of alcohol

Share of respondents opposing the promotion of alcoholic products inside and outside the EU



Replies to Question 8: In your opinion, how should the promotion of alcoholic beverage be in the future?

Key messages - Eligibility and selection criteria

1) Divergent views on eligibility criteria

- ✓ Citizens/civil society: exclude products not sustainably produced and not in line with more plant-based diets
- ✓ Businesses/public authorities: preference to maintain current criteria

2) Low level of support for including revised selection criteria

3) Divergent views on the promotion of alcoholic products

- ✓ Citizens/civil society: around half of respondents are against the promotion of alcoholic beverages
- ✓ Businesses/public authorities: large majority to continue supporting alcoholic beverages

/06

Implementation of the policy

Positive experiences with the promotion policy

191 organisations indicate experience with the promotion policy

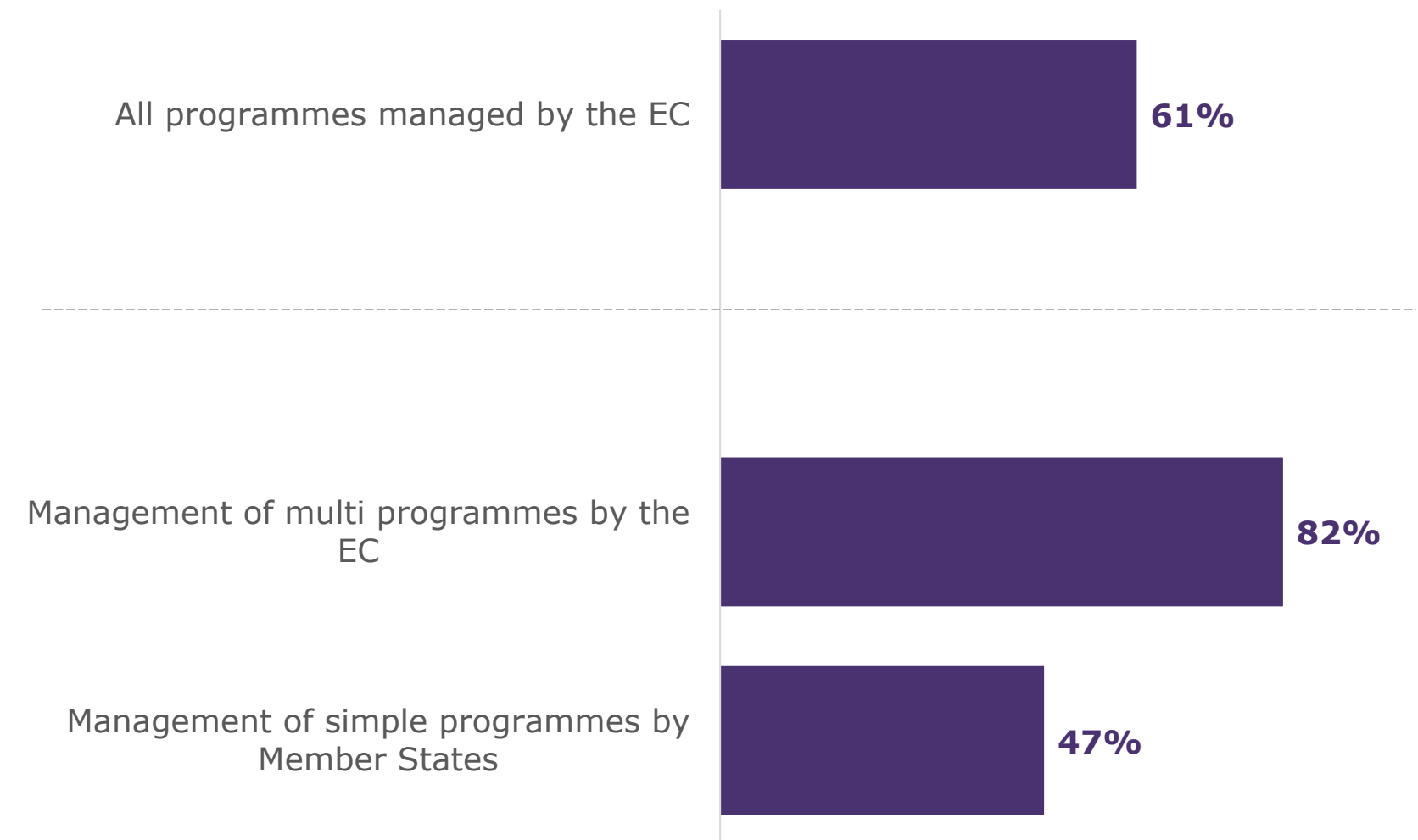
>80% of organisations consider simple and multi- programmes in- and outside of the EU as relevant to accrue the highest level of EU added value

Type of experience	Number of replies
Beneficiary of grant(s)	48
Applicant to call for proposals	15
Trade promotion organisation	14
Implementing body	12
National authority	7
Other	92

Appreciation of programmes managed by the EC

53% of organisations that have experience with the policy indicate a preference to change the current management model

Preferred level of management



Replies to Question 11: Should there be a change to the current management model?, Question 12: To what extent do you agree that all promotion programmes (simple and multi) should be managed directly by the European Commission's executive agency?, Question 13: To what extent do you agree that simple programmes should be managed directly by the Member States only, the Commission keeping only the direct management of multi programmes?

Simplifying administrative burden & costs for beneficiaries



- Procedures of the policy
 - Simplify the application & administration procedures
 - Simplify the communication between Commission executive agency and the beneficiaries
- Management
 - Direct management by the Commission executive agency
- Financial aspects
 - Reduce costs borne by beneficiaries
 - Quicker and easier payments



- Procedures of the policy
 - Simplify the application procedures & the policy procedures in general
- Financial aspects
 - Reduce costs borne by beneficiaries
- Management
 - Direct management by the Commission executive agency and related parties

Key messages - Implementation of the policy

- 1) **Consensus that both simple and multi programmes are relevant**
- 2) **Respondents appreciate programmes that are managed at EU level**
 - ✓ Clear support to have multi programmes managed by the EC executive agency
 - ✓ No majority in favour of national responsibility for simple programmes
- 3) **Suggestions from beneficiaries to simplify the administration burden & costs for beneficiaries**
 - ✓ Beneficiaries and public authorities identify the application process and communication between executive agency and the beneficiaries as potential areas of improvement.

/07

Conclusions

Main conclusions

The answers of the respondents suggest the following for the review of the EU agri-food promotion policy

1. Consensus to adjust the scope of the policy

- ✓ Focus on raising awareness on sustainability, climate change action and respect for the environment, animal welfare or their contribution to balanced diets and health.
- ✓ Support products sustainably produced, respecting all sustainability elements, including animal welfare, respect for the environment and climate as defined in the Farm to Fork strategy.

2. No agreement on new eligibility and selection criteria

- ✓ More than 80% of citizens and civil society organisations want to exclude products not sustainably produced and not in line with more plant-based diets.
- ✓ Low level of support for including new eligibility or selection criteria among businesses and public authorities, they appear to favour information and awareness raising campaigns.

3. Appreciation of the programmes managed at EU level

- ✓ There is a general tendency to favour the management of all programmes by the Commission executive agency



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Thank You