



The promotion policy under Regulation n°1144/2014

*Is my organisation eligible and
representative?*

*DG Agriculture and Rural Development
European Commission*

Legal basis

- *Article 7 of Regulation (EU) n°1144/2014 of the European Parliament and of the Council*
- *Article 1 of Commission Delegated Regulation (EU) n° 2015/1829*
- *Section 6 of the calls for proposals*

Lessons learned from previous calls

- The number of ineligible proposals has decreased in comparison to 2016, but eligibility and representativeness conditions still seem difficult to understand. Please pay attention to eligibility criteria!
- Ineligible applicants under 2017 calls: applicant organisation not eligible or not representative of the product/sector promoted, private companies acting as co-applicants, non-EU applicants
- Please pay attention to mandatory annexes and supporting documents proving eligibility (annex on legal entity information) and representativeness (annex on information on representativeness)!!

Is my organisation eligible to the EU promotion aid scheme?

- ✓ Trade or inter-trade organisations at MS level
- ✓ Trade or inter-trade organisations at EU level
- ✓ Producer organisations
- ✓ Agri-food bodies with public service mission in charge of promotion of agricultural products



No permanent support: 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

Is my organisation representative of the sector?

Shall be representative of the sector or product concerned

- ✓ Trade or inter-trade organisations at MS or EU level:
 - 50% rule;
 - Group – GIs: 50% rule
 - <50% : Flexibility for lower thresholds if specific circumstances justifying treating the PO as being representative
 - interbranch organisations recognised by the Member State

- ✓ Producer organisations: recognised by the Member State

- ✓ Agri-food sector body :
 - representatives of that product(s) or sector among its memberships;
 - exception: programmes carried out after a loss of consumer confidence

1. What is a Trade or inter-trade organisation established in a Member State or at EU level?

- Definition encompasses Interbranch organisation set out in Article 157 of Regulation (EU) No 1308/2013, but is larger
- Representatives of economic activities linked to the production and/or other stages of the supply chain
- No prerequisite in terms of legal status
- Groups of producers and processors active in geographical indications

Is it representative of the sector or product concerned?

- Interbranch organisation recognised by the Member State
- 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 MS or at EU level
- Groups under EU quality schemes: 50% of the volume or value of marketable production of the product(s) with registered denomination

Lower thresholds may be accepted: which grounds for derogation?

2. What is a producer organisation or association of producers organisations?

- Definition in Article 152 and 156 of Regulation (EU) NO 1308/2013 [CMO CAP] or with Article 14 of Regulation (EU) No 1379/2013 [CMO Fisheries]

Is it representative of the sector or product concerned?

- Considered representative if official recognition by the Member State

3. What is an agri-food body?

Cumulative conditions need to be fulfilled:

- It is an agri-food sector body;
- Its objective is to provide information on, and to promote, agricultural products;
- It has been entrusted, by the Member State concerned, with a clearly defined public service mission in this area;
- It has been legally established in the Member State in question at least two years prior to the date of the call for proposals;

Is it representative?

- It has representatives of the product(s) or sector concerned by the programme among its memberships (exception for programmes carried out after a loss of consumer confidence)

Number of submissions by type of proposing organisations 2017 Calls for proposals

Type of proposing organization*	Number
Agri-food sector body	55
Producer organisation or association of producer organisations	98
MS level Trade or inter-trade organisation	118
EU level Trade or inter-trade organisation	8
Total n° of applicants	279

* - based on declarations made by applicants



Eligibility checker on Chafea's website

<https://ec.europa.eu/chafea/agri/funding-opportunities/eligibility/check-tool>

FAQ regularly updated

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

Chafea helpdesk

[Email: chafea-agri-calls@ec.europa.eu](mailto:chafea-agri-calls@ec.europa.eu)