



The promotion policy concerning
agricultural products
(Regulation (EU) No 1144/2014)

Eligibility – problematic aspects

*Info day on the Calls for Proposals 2019
7 February 2019, Brussels*

*DG Agriculture and Rural Development
European Commission*

Lessons learned from the previous calls

- Ineligibility is an important reason for rejection of applications though the number of ineligible proposals is decreasing:
 - In 2016, 20% of all proposals were declared ineligible, the percentage decreased to 16% in 2017 and 11% in 2018.
- eligibility and representativeness conditions still seem difficult to understand

Lessons learned from the previous calls

2018 Calls for proposals - 16 simple and 4 multi ineligible proposals:

- Ineligible applicants: applicant organization not eligible or not representative of the product/sector promoted, private companies acting as co-applicants, non-EU applicants
- Ineligible activities: proposal foresees promotion of consumption of alcoholic drinks on the internal market, contrary to Art. 5(3)(b) of Reg. 1144/2014
- No significant scale: simple proposals, which are implemented only in the MS of the applicant, but do not promote EU quality schemes or proper dietary practices
- Inadmissible: mandatory annexes and supporting documents not submitted

Legal provisions concerning the eligibility of organisations

- Article 7 of Regulation (EU) No 1144/2014 of the European Parliament and of the Council
- Article 1 of Commission Delegated Regulation (EU) No 2015/1829
- Section 6 of the Calls for proposals

Eligible organisations...

- 1) Trade or inter-trade organisations at MS level/ at EU level
 - Groups GIs
 - Inter-branch organisations
- 2) (Association of) producer organisation(s)
- 3) Agri-food sector bodies

... that are representative of the product/sector

Ad 1) Trade or inter-trade organisations at MS or at EU level:

- 50% threshold
- Inter-branch organisations: recognised by the Member State

Ad 2) Producer organisations:

- recognised by the Member State

Ad 3) Agri-food sector body:

- representatives of that product/s or sector among its memberships

1) Trade or inter-trade organisations – definition

- Definition encompasses inter-branch organisation set out in Article 157 of Regulation (EU) No 1308/2013
 - 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 of the product with the registered name

1) Trade or inter-trade organisations – representativeness

- Inter-branch organisation recognised by the Member State
 - Trade or inter-trade organisations
 - $\geq 50\%$ of the number of producers or $\geq 50\%$ of the volume or value of marketable production of the product/s or sector concerned in the MS or at EU level
 - Groups under EU quality schemes: $\geq 50\%$ of the volume or value of marketable production of the product(s) with registered denomination
- ! Flexibility for lower thresholds $< 50\%$: if specific circumstances justify treating the organisation as being representative

2) (Association of) producer organisation(s)

- 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]
- Considered representative if recognised by the Member State

3) Agri-food sector bodies

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

Advice

- FAQ <https://ec.europa.eu/chafea/agri/faq.html>
- Eligibility checker: <https://ec.europa.eu/chafea/agri/funding-opportunities/eligibility/check-tool>
- Chafea helpdesk: chafea-agri-calls@ec.europa.eu
- Eligibility criteria (cf. calls for proposals)
- Mandatory annexes and supporting documents proving eligibility and representativeness (cf. Legal entity information, Annex IV)
 - Applicant should demonstrate compliance with the criteria (NB references referred to in justification)
 - Chafea/Commission assess the eligibility of an organisation in the evaluation of the applications submitted in response to the calls

Thank you for your attention!