

Promotion policy

Annual Work Programme 2017

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Promotion policy – Legal basis

Basic act published on 4.11.2014

Regulation (EU) No 1144/2014

It applies as from 1.12.2015

Delegated and implementing acts

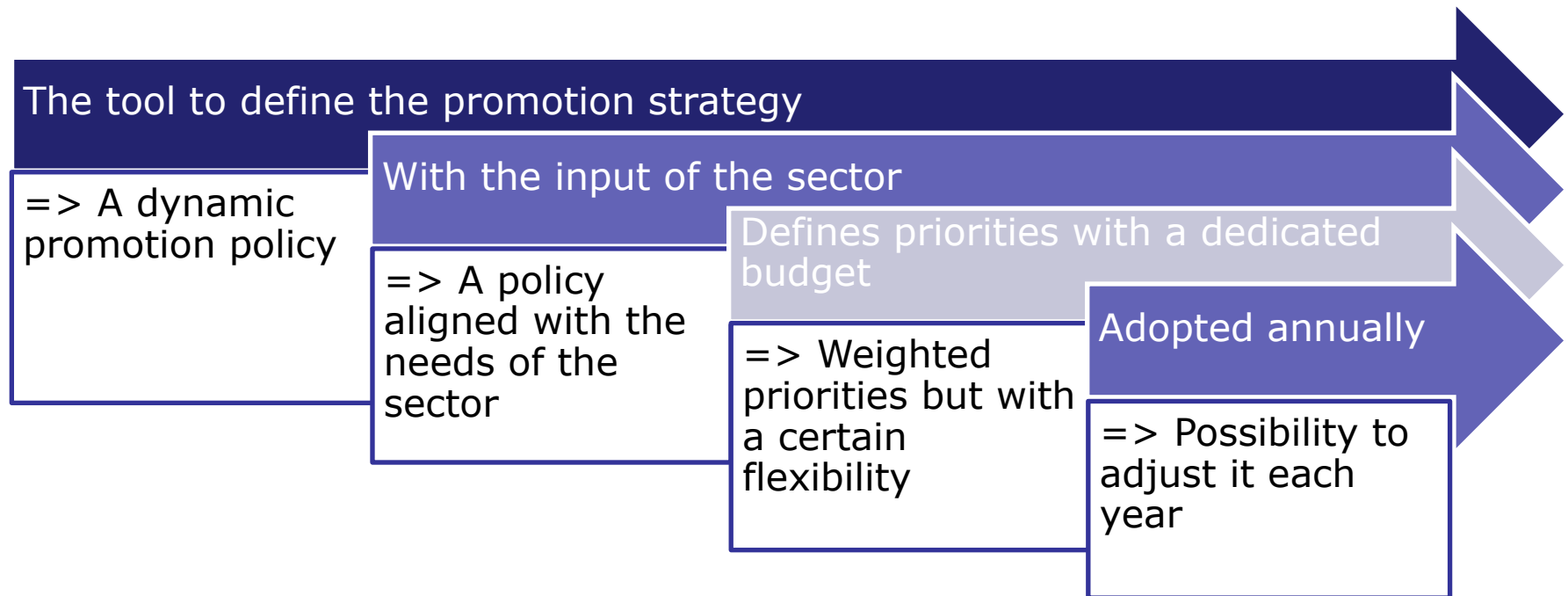
Commission Delegated Regulation (EU) 1829/2015

Commission Implementing Regulation (EU) 1831/2015

Annually:

- Annual work programme
- Calls for proposals

What is 'Annual work programme' ?



How did we draft the AWP 2017?

- 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 for a selection of products suitable for inclusion in promotion programmes on existing or emerging markets, peered with imports' growth potential, as well as a policy evaluation on FTAs or expected removal of SPS barriers
- Member States contributions (MANCOM)
- Contributions from stakeholders, consulted through the Civil Dialogue Group on Quality and Promotion
- Experience from the first year of implementation of reformed promotion policy

Structure of 2017 AWP

Annex I

1- GRANTS – co-financing of programmes: 133 M€

2- PROCUREMENT – measures on the initiative of the Commission: 9,5 M€

Annex II

Criteria (eligibility/exclusion/selection/award) for financial contribution to simple programmes

Annex III

Criteria (eligibility/exclusion selection/award) for financial contribution to multi programmes

AWP 2017 - overview of priorities: SIMPLE PROGRAMMES

- in Internal Market
 - TOPIC 1. Quality Schemes
 - TOPIC 2. Generic
- In Third Countries
 - TOPIC 3. China, Japan, South Korea, Taiwan, South East Asia, India
 - TOPIC 4. USA Canada Mexico
 - TOPIC 5. Africa, Middle East and Turkey
 - TOPIC 6. Other Regions
 - TOPIC 7. Dairy and Pigmeat
 - TOPIC 8. Beef
- Market disturbance - additional call for proposals

AWP 2017 - overview of priorities: MULTI PROGRAMMES

- TOPIC A. Programmes increasing the awareness of sustainable agriculture and the role of agriculture for climate action on the internal market.
- TOPIC B. Information on EU quality schemes (Internal market and third countries)
- TOPIC C. Programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products (Internal market and third countries)

AWP 2017 - new elements

For **simple programmes**:

- Promotion on internal market
 - Quality schemes
 - Generic promotion: information & promotion programmes for agricultural methods and the characteristics of European agricultural and food products
- Promotion in third countries: targeted geographical regions
- dairy and pork in third countries
- beef in third countries

AWP 2017 - new elements

4 geographical regions

1. China/Japan/Korea, Taiwan, SE Asia, Indian subcontinent
2. USA/Canada/Mexico
3. Africa, Middle East, Iran and Turkey
4. Other geographical areas

AWP 2017 - new elements

For **multi programmes**:

- 3 topics
- New topic: Programmes increasing the awareness of Union sustainable agriculture and the role of the agri-food sector for climate action
 - 15.05 EUR million internal market only
 - Not for organic production methods

AWP 2017 – Arrangement for serious market disturbance, loss of consumer confidence or other specific problems

- additional call for proposals for simple programmes
- EUR 4.5 Mio
 - if not used, budget shall be reallocated to topic 7 (promotion of dairy and pigmeat products in third countries)

AWP 2017 - Allocation of left-over budget

SIMPLE PROGRAMMES:

- The total of the remaining foreseen amount for the three topics on the IM shall be allocated to projects targeting the IM within the highest quality score irrespective of the topic for which they have applied;
- The same approach shall be taken for TC proposals;
- If the foreseen amount is still not exhausted, the remaining amounts for both IM and TC shall be merged and assigned to projects with the highest quality score, irrespective of the priority and topic for which they have applied.

MULTI PROGRAMMES:

- The total of the remaining foreseen amount for all three topics shall be merged and assigned to projects with the highest quality score, irrespective of the topic for which they have applied.

AWP 2017 - Procurement

Procurement - measures on the initiative of the Commission:

- Promotion events in third countries
- Technical support services
- Information provision and promotion measures in the event of a serious market disturbance, loss of consumer confidence or other specific problems
- Experts

AWP 2017 - Budget

	%	Mio EUR
SIMPLE PROGRAMMES in Internal Market	25%	22.5
TOPIC 1. Quality Schemes	55%	12.375
TOPIC 2. Generic	45%	10.125
SIMPLE PROGRAMMES in Third Countries	70%	63
TOPIC 3. China, Japan, South Korea, Taiwan, South East Asia, India	23.4%	14.75
TOPIC 4. USA Canada Mexico	18.4%	11.6
TOPIC 5. Africa, Middle East and Turkey	13.4%	8.45
TOPIC 6. Other Regions	18.4%	11.6
TOPIC 7. Dairy and Pigeat	20%	12.6
TOPIC 8. Beef	6.3%	4
Market disturbance/additional call for proposals	5%	4.5
Total SIMPLE	100%	90
MULTI PROGRAMMES	%	Mio EUR
TOPIC A. Programmes increasing the awareness of sustainable agriculture and the role of agriculture for climate action on the internal market.	35%	15.05
TOPIC B. Information on EU quality schemes (IM/TC)	35%	15.05
TOPIC C. Programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products (IM/TC)	30%	12.9
Total MULTI	100%	43
TOTAL SIMPLE and MULTI PROGRAMMES 2017		133
Commission own initiatives		9.5
TOTAL PROMOTION PROGRAMMES 2017		142.5



http://ec.europa.eu/agriculture/promotion_en