

# Promotion policy

**Info Day**

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## The Annual Work Programme 2019

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## Legal basis

### **Basic act**

Regulation (EU) No 1144/2014

### **Delegated and implementing acts**

Commission Delegated Regulation (EU) 1829/2015

Commission Implementing Regulation (EU) 1831/2015

### **Annually:**

- Annual work programme
- Calls for proposals (OJ C 18 of 15.01.2019, p.4 for simple programmes  
OJ C 18 of 15.01.2019, p.21 for multi programmes)

## Promotion policy: challenges

### Increased pressure on the EU agricultural sector

#### **Fierce competition against European agricultural products**

- Increased liberalisation of trade (FTA's)
- Increased globalisation of the world economy
- Promotion policies of EU competitors
- Abolition of export refunds

#### **Increased cost pressure on EU farming economy**

- Gradual increase of agricultural prices/ steep increase of energy and fertiliser prices
- Stricter production standards
- Strengthened requirements related to environment and climate change

#### **Lack of awareness of the qualities of EU agricultural products**

- Only 18% of Europeans recognize the PDO/PGI logos

## Promotion policy: actions

### ***Information and promotion programmes :***

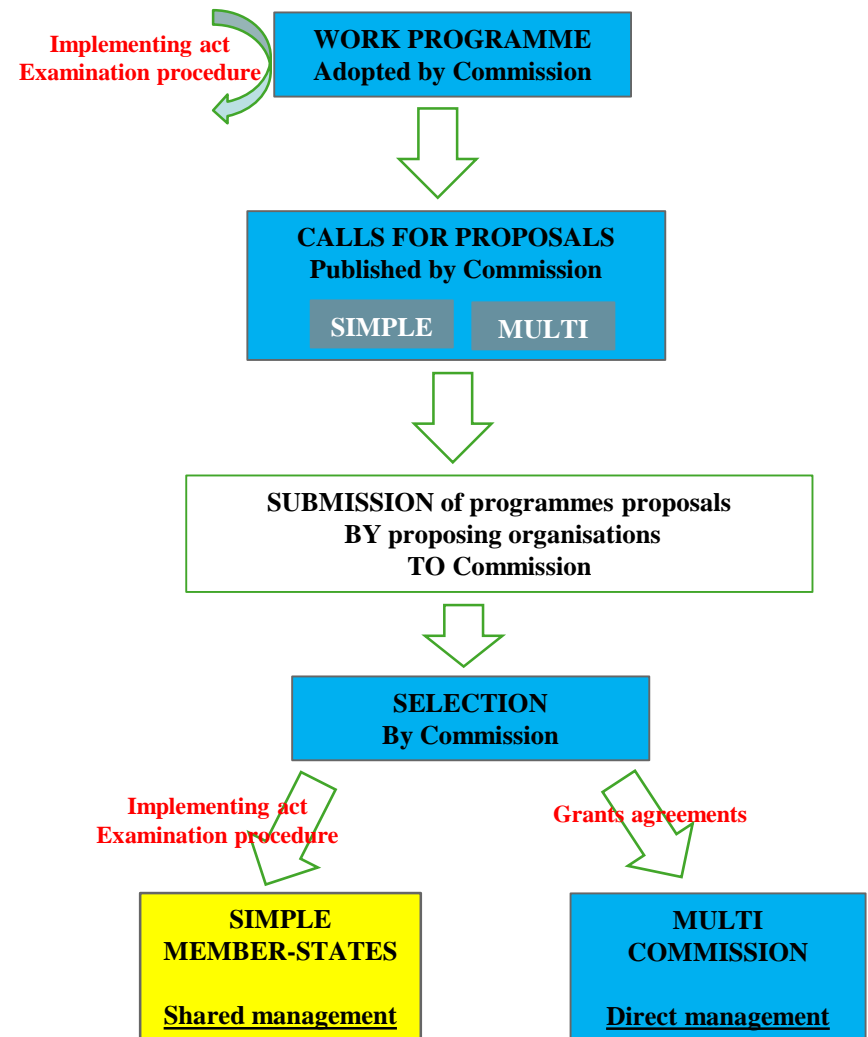
- ✓ 1 to 3 years
- ✓ Submitted by proposing organisations (PO)
- ✓ **SIMPLE programmes** : one or more PO from the same MS
- ✓ **MULTI programmes** : several POs from several MS + EU organisations

### ***Commission initiatives :***

- ✓ Information and promotion measures :
  - ❖ High-level missions
  - ❖ Participation in trade fairs
  - ❖ Own campaigns
- ✓ Technical support services

## Promotion policy: procedures for selection

- ✓ Programme directly submitted to the European Commission
- ✓ 1 selection per year based on priorities established in annual work programme
- ✓ Implementation adapted to the specificities of simple-multi programmes



# Promotion policy: management of the programmes

## Goal of simplification

- Multi programmes directly managed by the Commission
- Simplified implementing rules and shared management (EC/MS) for simple programmes

## Better assessment of the impact

- Tool kit of indicators
- Standardisation of the reporting

## Promotion policy: cofinancing rates for the promotion programmes

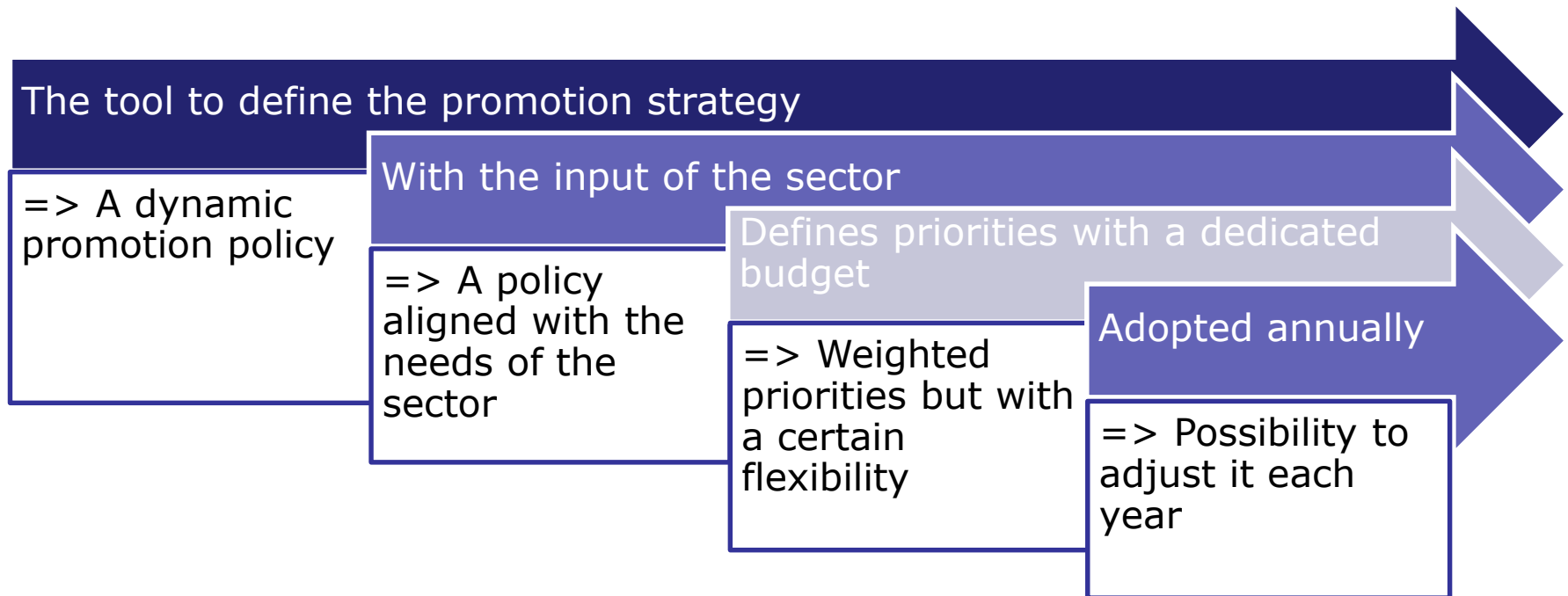
- ✓ ~~National cofinancing~~
- ✓ **EU cofinancing rates :**



	Type of programmes	
	Simple	Multi
Internal market	70%	<b>80%</b>
<b>External market</b>	<b>80%</b>	<b>80%</b>
In case of serious market disturbance/ loss of consumer confidence	85%	85%

+ 5% for MS under financial assistance

## Annual Work Programme 2019





## AWP 2019: How did we prepare the draft?

- **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)

## **AWP 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**
- **15/01/2019: 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 the Union's quality schemes and labels, organics, and agricultural production methods.
- Specific sectors: for simple programmes: table olives, for multi programmes: fresh fruit & vegetables, sustainably produced rice, beef and veal.
- Simple & Multi programmes: emphasis on third countries

## AWP 2019

# Reminder: Eligible products and schemes



- ✓ All agricultural products covered excluding tobacco
- ✓ Open to certain processed products listed in Annex (beer, chocolate, pasta, sweet corn, cotton...)
- ✓ Spirits with a Protected Geographical Indication

- ✓ Wine:
  - ✓ Simple programmes = Basket approach
  - ✓ Multi programmes = Wine alone possible
  - ✓ On the internal market = Information on quality schemes or responsible consumption

- ✓ Fishery and aquaculture products : Basket approach

- ✓ Schemes : EU quality schemes, organic, RUP, national quality schemes

A wider list of eligible products including processed products.

Consistent with other CAP promotion measures and EU policy on alcohol consumption

## AWP 2019

# Reminder: Eligible products/ schemes and delegated act

- ✓ Union message
- ✓ In the internal market, for **schemes as referred to in Article 5(4)** of Regulation (EU) No 1144/2014 :
  - ✓ to focus on the(se) scheme(s) in its main Union message
  - ✓ one or several products can illustrate(s) the(se) scheme(s)
  - ✓ products shall appear as a secondary message in relation to the main Union Message

## Annual Work Programme 2019 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

# Annual Work Programme 2019

## Simple programmes

<b>SIMPLE PROGRAMMES</b>		<b>100 M</b>
<b>Simple programmes in the Internal market</b>		<b>[20M]</b>
<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]
<b>Simple programmes in Third Countries</b>		<b>[75 M]</b>
<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]
<b>Simple programmes for market disturbance/additional call for proposals</b>		<b>[5M]</b>

# Annual Work Programme 2019

## Multi programmes

<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] 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]
<b>Multi programmes in Third Countries</b>		<b>[43.3M]</b>
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]
<b>Multi programmes for market disturbance/additional call for proposals</b>		<b>[5M]</b>



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

<b>SIMPLE PROGRAMMES</b>	<b>Mio EUR</b>
<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>
<b>MULTI PROGRAMMES</b>	<b>Mio EUR</b>
<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>

## Calls for proposals 2019

- 2 calls published in OJEU:
  - OJ C 18 of 15.01.2019, p. 4 and p.21
  - One call for simple programmes, one call for multi
- Available in all EU official languages
- Online submission of proposals via the Participant Portal
- Submission deadline: 16 April 2019, 17:00 CET

# Calls for proposals 2019: Timetable simple programmes

	Stages/Deadlines	Date and time or indicative period
a)	Publication of the call for proposals	15.1.2019
b)	Deadline to submit non-IT related questions	2.4.2019 17:00 CET
c)	Deadline to reply to non-IT related questions	9.4.2019 17:00 CET
d)	Deadline for submitting applications	16.4.2019 17:00 CET
e)	Evaluation period	April – August 2019
f)	Decision by the Commission	October 2019
g)	Information to applicants by the Member States	October 2019
h)	Grant adaptation phase	October 2019 – January 2020
i)	Signature of the grant agreement between Member States and the beneficiaries	< January 2020
j)	Starting date of the action	> 1.1.2020

# Calls for proposals 2019

## Timetable multi programmes

	Stages/Deadlines	Date and time or indicative period
a)	Publication of the call for proposals	15.1.2019
b)	Deadline to submit non-IT related questions	2.4.2019 17:00 CET
c)	Deadline to reply to non-IT related questions	9.4.2019 17:00 CET
d)	Deadline for submitting applications	16.4.2019 17:00 CET
e)	Evaluation period	April-August 2019
f)	Information to applicants	October 2019
g)	Grant adaptation phase	October 2019-January 2020
h)	Signature of the grant agreement	< January 2020
i)	Starting date of the action	

**Lastly, enjoy it's from Europe!**

**The signature for EU co-funded campaigns**



[http://ec.europa.eu/agriculture/promotion\\_en](http://ec.europa.eu/agriculture/promotion_en)