



# Promotion programmes

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Consumers, Health, Agriculture and Food  
Executive Agency

# Content of the presentation

- How can my organisation benefit from a promotion programme?
- On-going promotion programmes - statistics
- Examples of co-financed campaigns
- Multi programmes: day to day work with Chafea
- Chafea website: useful information



# How can my organisation benefit from a promotion programme?

## Case study: ANIA

Interview with a beneficiary

# Ongoing programmes (1)

Statistics 2016-2018 calls:

<https://ec.europa.eu/chafea/agri/content/previous-programmes>

Database of promotional programmes:

<https://ec.europa.eu/chafea/agri/campaigns/map-and-statistics-target-countries>

# Ongoing programmes (2)

## Approved "simple" programmes 2016-2018

	<b>2016</b>	<b>2017</b>	<b>2018</b>
Internal market	24	20	16
Third countries	36	32	42
<b>Total</b>	<b>60</b>	<b>52</b>	<b>58</b>

# Ongoing programmes (3)

Approved "simple"  
programmes by  
Member State 2016-  
2018

Member State of the beneficiary	N° of approved projects
Austria	2
Belgium	12
Bulgaria	1
Croatia	1
Czech Republic	1
Denmark	3
France	36
Germany	3
Greece	19
Hungary	1
Ireland	3
Italy	31
Latvia	2
Lithuania	10
Netherlands	4
Poland	6
Portugal	2
Romania	2
Slovenia	7
Spain	22
United Kingdom	2
<b>Total</b>	<b>170</b>

# Ongoing programmes (4)

Approved "simple" programmes by product sector 2016-2018

Product sector	N° of proposals
Fresh or processed fruit and vegetables	43
Meat and meat preparations	40
Milk, dairy products and cheese	33
Basket of products*	16
Other products	14
Bread, pastry, cereals etc.	11
Beer	5
Spirits	4
Wine, cider and vinegar	4
<b>TOTAL</b>	<b>170</b>

\* Baskets of products cover a combination of product sectors

# Ongoing programmes (5)

Approved "multi" programmes 2016-2018

	<b>2016</b>	<b>2017</b>	<b>2018</b>
Internal market	4	9	15
Third countries	2	1	5
<b>Total</b>	<b>6</b>	<b>10</b>	<b>20</b>



# Ongoing programmes (6)

Approved "multi"  
programmes by  
Member State 2016-  
2018

Member State of the beneficiary	Coordinators	Partners
Austria	0	1
Belgium	5	5
Bulgaria	0	3
Cyprus	1	1
Denmark	1	4
Estonia	0	1
France	10	11
Germany	2	2
Greece	4	7
Hungary	0	2
Ireland	0	4
Italy	5	4
Lithuania	1	0
Netherlands	1	6
Poland	0	1
Portugal	1	2
Romania	0	2
Spain	4	3
Sweden	0	1
United Kingdom	1	2
<b>Total</b>	<b>36</b>	<b>62</b>

# Ongoing programmes (7)

Approved "multi" programmes by product sector 2016-2018

Product sector	N° of proposals
Fresh or processed fruit and vegetables	11
Wine, cider and vinegar	6
Basket of products	5
Cheese and dairy products	4
Olive oil	2
Sheep and goat meat	2
Cut flowers and plants, bulbs roots and live plants	2
Bovine meat	1
Pork meat	1
Rabbit meat	1
Bread, pastry, cakes, etc.	1

# Examples of promotional campaigns (1)

## Project "European Garnacha/Grenache Quality Wines"

### Campaign details

<b>Proposing organisation(s):</b>	Asociación para la Promoción del Vino de Garnacha (Garnacha Origen), Conseil Interprofessionnel des Vins du Roussillon
<b>Programme type:</b>	Multi
<b>Target market:</b>	Third Countries
<b>Target countries:</b>	Canada, United States
<b>Product(s):</b>	Wine, cider and vinegar
<b>Quality schemes:</b>	PDO/PGI/TSG
<b>Approval Year:</b>	2016
<b>Duration:</b>	3 year(s)
<b>EU Organisation:</b>	No



Discover

# GARNACHA GRENACHE

European Quality Wines  
from Spain and France



[WWW.GARNACHAGRENACHE.COM](http://WWW.GARNACHAGRENACHE.COM)  
[@WINESOFGARNACHA](https://www.instagram.com/winesofgarnacha)

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THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS

# Examples of promotional campaigns (2)

## Project "FV Fantasy"

### Campaign details

<b>Proposing organisation(s):</b>	Association interprofessionnelle des fruits et légumes frais - MAGYAR AGRAR-, ELELMISZERGAZDASAGI ES VIDEKFEJLESZTESI KAMARA - AOP nationale Tomates et Concombres - Association d'Organisations de Producteurs Nationale Fraises de France
<b>Programme type:</b>	Multi
<b>Target market:</b>	Internal Market
<b>Target countries:</b>	France, Hungary
<b>Product(s):</b>	Vegetables (fresh, chilled and dried) excluding sweetcorn, Fruit (fresh or dried)
<b>Approval Year:</b>	2017
<b>Duration:</b>	3 year(s)
<b>EU Organisation:</b>	No





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NEMZETI  
AGRÁRGAZDASÁGI  
KAMARA



les fruits et  
legumes frais  
FRANCE



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KAMARA



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# Examples of promotional campaigns (3)

## Project "Green cities for sustainable Europe"

### Campaign details

**Proposing organisation(s):** ENA - European Nursery Association

**Programme type:** Multi

**Target market:** Internal Market

**Target countries:** Belgium, Bulgaria, Denmark, France, Germany, Netherlands, United Kingdom

**Product(s):** Cut flowers and plants, bulbs, roots and live plants

**Approval Year:** 2017

**Duration:** 3 year(s)

**EU Organisation:** No

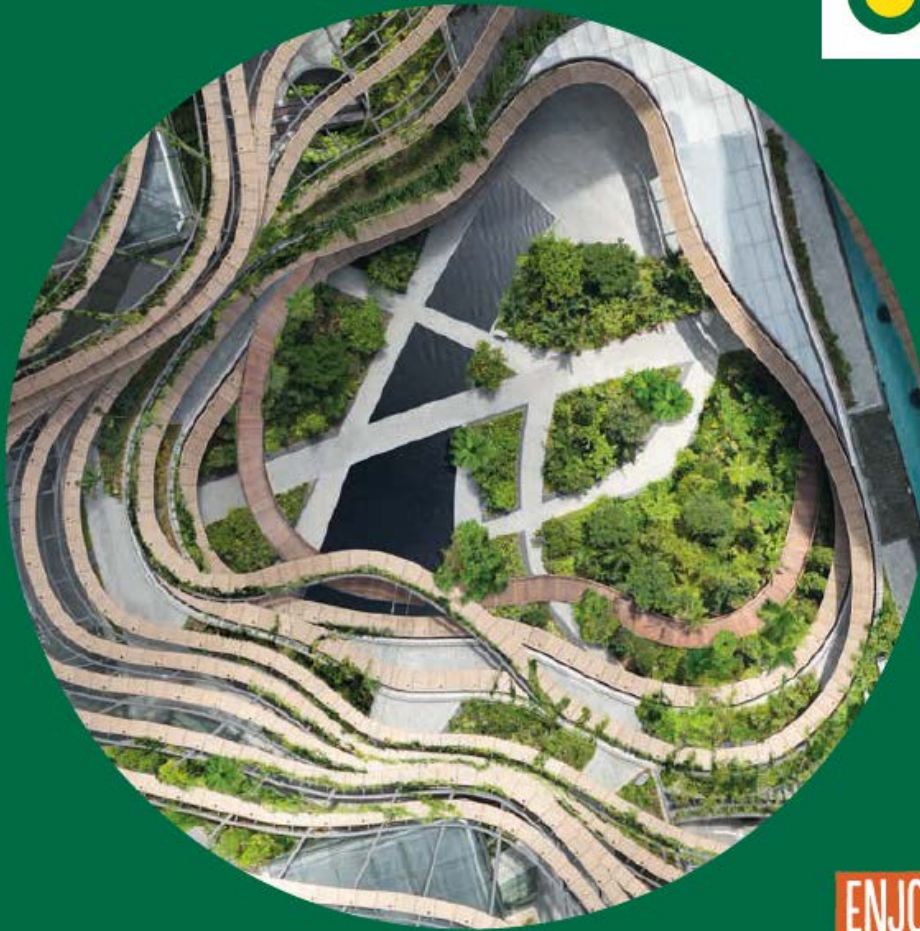


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DIE DEN RESPEKT FÜR DIE  
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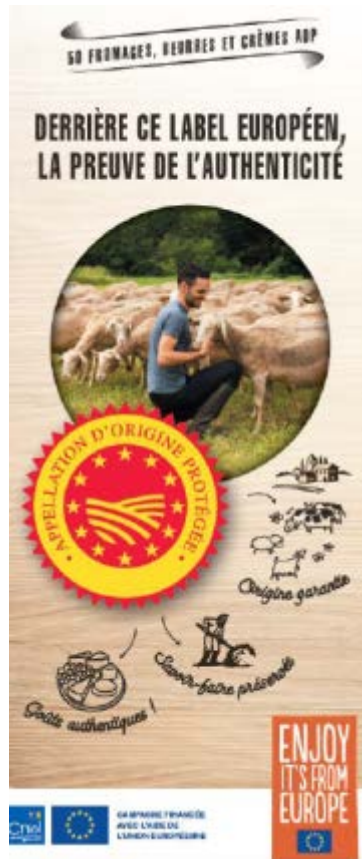




European  
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# Examples of promotional campaigns (4)

Campaigns promoting EU quality schemes



Consumers, Health,  
Agriculture and Food  
Executive Agency



CAMPAGNE FINANÇÉE  
AVEC LE CONCOURS DE  
L'UNION EUROPÉENNE

L'UNION EUROPÉENNE SOUTIENT LES CAMPAGNES  
DONT L'OBJECTIF EST DE PROMOUVOIR LES  
PRODUITS AGRICOLES DE GRANDE QUALITÉ.



# Multi programmes – day to day work with Chafea (1)

- Multi programmes managed paperless
- Dedicated project officer on Chafea side
- Inception meetings in Luxembourg to explain management and reporting requirements
- Submission and approval of deliverables throughout the year (continuous reporting)
- 1x year interim report and payment request

# Multi programmes – day to day work with Chafea (2)

Frequent questions by beneficiaries:

- Selection of implementing bodies - competitive procedures
- Rules on visuals (EU message, display of origin, brands, logos)
- Interpretation of the grant agreement, amendments

# Chafea website

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

- Information relevant to preparation of programme proposals
- Information for exporters: market entry handbooks, other reports and information relevant to markets of third countries
- Information relative to IPR: protection of GIs, brands on third markets (webinars, factsheets, links to IPR helpdesks)
- Register to the newsletter to receive the latest news!



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