

Reform of the promotion policy:

# Bringing fresh eyes to promotion of fruits, vegetables and other agricultural products!



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# “Bringing fresh eyes to the promotion of fruits, vegetables, and other agricultural products”

COPA COGECA and Freshfel Europe are inviting you to take part in an online seminar on the upcoming reform of the promotion policy for agricultural products. Join us online on 9th June from 11:00 to 13:00 CEST to learn more about the reform, the business, and political expectations and get feedback from successful multi or simple programmes on the internal and international markets. The interactive meeting will gather policy makers from the European institutions, Member States, and business representatives. The event will be in English.

Please register by signing in at the following link:

<https://form.jotform.com/211301177833347>

Once registered, you will be able to connect at the following link on the day of the meeting, which will take place on Zoom:

<https://zoom.us/j/2175195428>

## Programme:

### Session 1: Setting the scene for an attractive promotion policy

1. Opening remarks: **Simona Rubbi** (CSO, Freshfel and Chair of CDG Promotion and Quality).
2. Context of the Reform:
  - Policy perspective by European Commission: Agriculture Commissioner **Janusz Wojciechowski**;
  - Fresh produce sector perspective: **Philippe Binard** (Freshfel Europe): Seizing the momentum to stimulate consumption in post COVID and through the IYFV.
3. Successful programmes: snapshot presentation
  - “The Lemon Age”: **Jose Antonio Garcia Fernandez** (Ailimpo);
  - “DOP PGI F-V PROMO”: **Jean-Claude Bousigon** (APFEL SO);
  - “Follow me to be Healthy”: **Philippe Binard** (Freshfel Europe);
  - KNOW-AP : **Giulia Montanaro** (Assomela);
  - EUPORKCHK: **Erik Kam** (Danish Agriculture Council);
  - Wine: **Leonardo Pofferi**, Alleanza Cooperative Italiane.

### Session 2: Way forward for an attractive promotion policy beyond 2024

1. Opening remarks: **Claire Martin** (COPA COGECA and Cooperation Agricole France -Vice Chair CDG Promotion and Quality).
2. Concepts for successful policy Reform: a business perspective
  - Joint key perspective of the agriculture sector for an efficient, relevant, and European added value promotion policy – **Bruno Menne**, (COPA-CO-GECA).
3. Concept for a successful policy reform: a political perspective
  - MEP **Paolo De Castro**;
  - MEP **Irène Tolleret**.
4. Q&A with audience animated by **Claire Martin**.

