



Promotion of agricultural products Eligibility aspects

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*Directorate-General for Agriculture and Rural Development
Anett BUZEK, Unit F1*

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Eligible organisations (Reg. 1144/2014 Art. 7)

1. **Trade or inter-trade organisations** representative of the sector(s) concerned at MS level
2. **Trade or inter-trade organisations at EU level**
3. **Producer organisations** or associations of producer org. (PO – APO)
4. **Agri-food sector bodies** with public service mission in charge of promotion of agricultural products (example: Chambers of Agriculture)

Eligible organisations

- Must be **representative** of the sector or product(s) promoted (Art 1 of Delegated Regulation (EU) 2015/1829) – *fill Annex on representativeness*
- Trade or inter-trade organisations
 - Rule of 50 % of the volume or value of marketable production of the product/s or sector concerned in the MS or at EU level;
 - Recognised by the MS (Reg. 1308/2013)
- Groups GIs (Reg. 1151/2012):
 - Rule of 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

Eligible organisations

- Producer organisation(s) recognised by the MS (Articles 152 and 156 of Reg. (EU) 1308/2013)

- Agri-food sector bodies

Cumulative conditions need to be fulfilled:

- a. It is an agri-food sector body
- b. Its objective is to provide information on, and to promote, agricultural products
- c. It has been entrusted, by the Member State concerned, with a clearly defined public service mission in this area
- d. It has been legally established in the Member State in question at least two years prior to the date of the call for proposals
- e. 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*

Eligible products and schemes



- ✓ All agricultural products listed in Annex I to TFEU covered excluding tobacco
- ✓ Open to certain processed products (beer, chocolate, pasta, sweet corn, cotton...) in Annex I to Reg. 1144/2014
- ✓ 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 (PDO/PGI/TSG, organic, RUP) national quality schemes



National Quality Schemes – Art. 5(4)(d) of R. 1144/2014

as referred to in points (b) and (c) of Article 16(1) of Reg. (EU) No 1305/2013

- **Quality schemes**, including farm certification schemes, for agricultural products, cotton or foodstuffs, **recognised by the MS** as complying with the following criteria:
 - i. the specificity of the final product under such schemes is derived from clear obligations to guarantee any of the following: — specific product characteristics, — specific farming or production methods, or — a quality of the final product that goes significantly **beyond the commercial commodity standards** as regards public, animal or plant health, animal welfare or environmental protection;
 - i. the scheme is **open to all producers**;
 - ii. the scheme involves **binding product specifications** and compliance with those specifications is verified by public authorities or by an independent inspection body;
 - iii. the scheme is **transparent and assures complete traceability** of products
- **Voluntary agricultural product certification schemes recognised by the Member States** as meeting the Union best practice guidelines for the operation of voluntary certification schemes relating to agricultural products and foodstuffs. (Art. 6 of Guide 2010/C 341/04)

NB: Submit proof of official recognition by Member State

Eligible activities

1. Management of the project
2. Public relations (PR activities, media events)
3. Website, social media
4. Advertising (print, TV, radio, online, outdoor, cinema, etc)
5. Communication tools (publications, media kits, promotional merchandise, promotional videos)
6. Events (stands at trade fairs, seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools, restaurant weeks, sponsorship of events, study trips to Europe)
7. Point-of-sale (POS) promotion (tasting days, other: promotion in retailers' publications, POS advertising)
8. Evaluation of results and impact

Rule on programme “continuations”

Commission Delegated Regulation 2015/1829, recital 4:

*Information provision and promotion measures co-financed by the Union should aim at **opening new markets in third countries and should be undertaken by a wider range of organisations**. In order to boost competition and ensure widest possible access to the Union promotion scheme, rules should be laid down to ensure that an organisation does not receive support for the same promotion programme more than two consecutive times.*

Article 1(4) of Regulation 2015/1829:

*“**A proposing organisation shall not receive support for information and promotion programmes on the same product or scheme, carried out in the same geographical market on more than two consecutive occasions.**”*

Rule on programme “continuations”

- The above rule applies also to proposals submitted under different topics, and proposals with enlarged scope of markets and/or products.
- The interpretation has been **updated in 2024** concerning the following aspects:
 - **Time gap**: there has to be a gap between the end of the previously approved programme and start of the new programme. If programme ended in 2023: applicant can reapply in 2024, under the condition that the new programme starts in 2025.
 - **Promotion of quality schemes**/products: Article 5(4) of Reg. 1144/2014: promotion of a scheme: products can be used as ‘examples’ to illustrate the characteristics, with the objective of raising awareness of recognition of the scheme. However not possible to continue to promote the same product.

Other clarifications

January 2024

In addition to the continuations rule, clarification on the following aspects:

- **Force majeure** (Art. 35 Grant agreement): if resumption of implementation on a given market not possible: obligation to notify the Granting authority. An amendment is possible. Adding a new market not possible as this would constitute a major change (Art. 39.1 GA).
- **Conflict of interests: zero tolerance** towards conflict of interest. May lead to grant termination, reduction or other sanctions.

The Frequently Asked Questions (FAQs) have been translated into **all official languages** and can be consulted online.

More information on eligibility rules

Visit REA Agriportal https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products-0_en

Clarify eligibility rules applicable to your proposal, organisation and products promoted ([FAQ](#), [legal framework](#) section)

Questions (non-IT) - Call helpdesk: REA-AGRI-GRANTS@ec.europa.eu

Sources of information

- [European Commission website](#): policy-related information, Annual work programme, EC selection decisions
- [REA website](#): implementation rules, results of past calls, campaign map, market entry handbooks, webinars.
- [Funding & Tenders \(F&T\) portal](#): calls for proposals, guidance documents, model grant agreement, FAQ

Q&A