

Voluntary Report – Voluntary - Public Distribution

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Report Name: EU 2021 Promotion Programs for Agricultural Products

Country: European Union

Post: Brussels USEU

Report Category: Policy and Program Announcements

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Report Highlights:

For 2021, the European Commission allocated a total of 182.9 million euros for the promotion of the European Union's agri-food products both in Europe and worldwide. The focus is on promoting products and farming methods that support more directly the European Green Deal objectives, prioritizing organic products, fruit and vegetables and sustainable agriculture.

General information:

On January 28, 2021, the European Commission [launched](#) the calls for proposals for the 2021 European agri-food promotion programs, in the EU and abroad. For the 2021 programs, the Commission put a special focus on the promotion of products and farming methods that support more directly the European Green Deal's objectives. A wide range of bodies, such as EU trade organizations, EU producer organizations and EU agri-food groups responsible for promotion activities are eligible to apply for funding and submit their proposals to the Commission.

On December 17, 2020, the European Commission [announced](#) that its annual promotion work program would allocate 182.9 million euros to the promotion of EU agri-food products in and outside the EU in 2021. A novelty in 2021 is that almost half of the budget (€86 million) will go towards campaigns that are in line with the Farm to Fork Strategy such as programs about organic farming, EU sustainable agriculture, and the role of the agri-food sector in terms of climate action and the environment. This includes promotion programmes on organic products with a total allocated budget of €49 million and on sustainable agriculture with a budget of €18 million. Furthermore, €19.1 million are allocated to the promotion of fruit and vegetables to promote a balanced diet.

Out of the 182.9 million euros budget, 88.1 million euros are earmarked for promotion in third countries, including 25.2 million for the promotion of geographical indications or the specific features of agricultural production methods in the EU. Promotion programs for Canada, the USA and Mexico will receive 8.3 million:

Simple programmes in Third Countries	48.9
Topic 3. China, Japan, South Korea, Taiwan, South-eastern Asia or Southern Asia	16.3
Topic 4. Canada, USA, Mexico	8.3
Topic 5. Other geographical areas	12.3
Topic 6. Information provision and promotion programmes on organic products	12
Simple programmes for market disturbance/additional call for proposals	5

Source: European Commission. Please click [here](#) to access the full annual work program and its annexes.

Background:

EU promotion programs for agricultural products have been available to EU farmers through a range of provisions in the Common Agricultural Policy since 2001. Current programs are regulated by [Regulation \(EU\) 1144/2014](#).

A key element of the EU's promotion policy called "Enjoy! It's from Europe" is the adoption of annual work programs that set out strategic priorities for promotion measures in terms of products, schemes, target markets and available resources. The objective is to adapt the program each year to emerging market opportunities and the needs of certain sector.

There are two types of promotion programs: “simple promotion programs” and “multi promotion programs”. A simple program is a promotion program submitted by one or more proposing organizations from the same Member State while multi promotion programs are to be submitted by at least two proposing organizations from at least two Member States or one or more European organizations. Simple programs for wine must be associated with at least one other product, for example wine and cheese. Simple programs are managed by the Member States’ national authorities while multi programs are managed by the European Commission’s Consumers, Health, Agriculture and Food Executive (CHAFEA) Agency.

Selection Procedure



Attachments:

No Attachments.