

**Voluntary Report** – Voluntary - Public Distribution

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**Report Name:** EU 2022 Promotion Programs for Agricultural Products

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**Report Highlights:**

The European Commission allocated €185.9 million euros (\$210.6 million USD) in 2022 for the promotion of European Union agri-food products both globally and in Europe. Like in 2021, the focus is on promoting products and farming methods that support European Green Deal objectives, such as EU organic products, fruit and vegetables, sustainable agriculture, and animal welfare.

On December 15, 2021, the European Commission announced that its [annual promotion work program](#) would allocate €185.9 million euros (\$210.6 million USD) to the promotion of EU agri-food products in and outside the EU in 2022. Speaking on the release of the work program, Agriculture Commissioner Janusz Wojciechowski [said](#): “Our promotion policy plays a key role in the transition towards sustainable food systems. Our aim is to increase awareness of organic farming and more sustainable agricultural practices, coupled with the promotion of fresh fruits and vegetables, essential for healthy eating and balanced diets. Demand for these products needs to grow if we want more producers to join the green transition.”

The 2022 work program focuses on campaigns that align with the ambitions of the [European Green Deal](#) and support objectives from the [Farm to Fork strategy](#), [Europe’s beating cancer plan](#), and the [EU organic action plan](#). As a result, budget lines are earmarked for projects that promote organic products, increase awareness of the EU’s rules for sustainable agriculture and animal welfare, or increase consumption of fresh fruit and vegetables in the EU. A novel development this year is that the campaign’s visual promotion materials will have to refer to the food-based dietary guidelines of the targeted EU country.

For campaigns outside the EU, the Commission is targeting markets with high-growth potential, such as Japan, South Korea, Canada, and Mexico. The EU campaigns are expected to enhance the competitiveness and consumption of EU agri-food products, raise their profile, and increase their market share in third countries. Out of the €185.9 million euros budget, €80.1 million euros (\$ 90.7 million USD) are earmarked for promotion in third countries, including €8.3 million euros (\$9.4 million USD) for promotion programs for Canada, the USA and Mexico.

Please click [here](#) to access the work program and its annexes that lay down the different budget lines.

### **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 sectors.

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.

As part of the Farm to Fork Strategy, the European Commission announced that it would review the European Union’s policy on the promotion of agricultural products both inside and outside the Union, with the aim of “enhancing its contribution to sustainable production and consumption”. The F2F

specified that, in relation to meat, that review should focus on how the EU can use its promotion program to support the most sustainable, carbon-efficient methods of livestock production. The F2F also called for the promotion program to help boost demand for organic products. For more information, please see GAIN Report: [Review of the EU Policy on the Promotion of Agricultural Products](#).

**Attachments:**

No Attachments.