

Voluntary Report – Voluntary - Public Distribution

Date: December 12, 2023

Report Number: E42023-0050

Report Name: EU 2024 Promotion Programs for Agricultural Products

Country: European Union

Post: Brussels USEU

Report Category: Policy and Program Announcements

Prepared By: Sophie Bolla

Approved By: Joseph Taylor

Report Highlights:

The European Commission will allocate €185.9 million (approximately \$203.3 million) in 2024 for the promotion of European Union agri-food products. This program will focus on sustainably produced agrifood products and organics.

General Information:

On November 17, 2023, the European Commission announced the allocation of €185.9 million (approximately \$203.3 million¹) towards [promotion activities](#) for EU agri-food products in 2024. This is the same amount as in 2023.

The promotion program funding will be split between promotion in the EU internal market (€81.3 million) and in third countries (€85.1 million). Outside the EU, countries and regions with high growth potential are identified as main promotion targets. This includes China, Japan, South Korea, Singapore, and North America. €9.3 million are specifically earmarked for campaigns in Canada, the United States, and Mexico.

The European Commission wants to prioritize campaigns featuring products from sustainable farming practices, including reducing dependency on pesticides and antimicrobials, enhancing organic farming, and improving animal welfare. In total, €62 million will be earmarked for sustainably produced agrifood products, including €42 million for organics. As part of the budget for promoting organic products, the Commission wants to increase recognition of the EU organic logo and the consumption of organic products by European consumers. Additionally, €18 million will be set aside for the promotion of fresh fruit and vegetables.

Speaking on the release of the program, Agriculture Commissioner Janusz Wojciechowski said: “Safety, sustainability, and authenticity: these are the defining qualities of European food and drink. These are also the qualities that we reinforce in our promotion policy. Our promotion campaigns open new opportunities for our agri-food sector, strengthening its essential contribution to the EU economy, especially in rural areas and remote regions.”

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.

¹ Based on an exchange rate of 1 USD = 0.91 Euro

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”. For more information, please see GAIN Report: [Review of the EU Policy on the Promotion of Agricultural Products](#). While the proposal was originally expected to be published in 2022, its release has now been postponed indefinitely.

Attachments:

No Attachments.