

The promotion policy for agricultural products

Today and tomorrow

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The promotion policy today

- +/- 60 millions € annually
- 200 running programmes co-financed 50 % Union, up to 30 % by MS, at least 20 % from proposing organisations

Promotional activities include:

- ❖ advertising campaigns in the press, television, radio, Internet
- ❖ point-of-sale promotions
- ❖ public relations campaigns
- ❖ participation in exhibitions and fairs

Targeting :

- ❖ Internal Market : 2/3
- ❖ Third-country market : 1/3

Multi-programmes :

- ❖ 9% in number
- ❖ 16% in budget

- Commission's own campaigns

"A showcase for Europe's finest regional products" "L'Europe signe les produits de ses terroirs"

2014-2016 Multi country programme France/Italy/Spain

- Targeting internal market :
France/ Germany/ Italy
- Information programme on
PDO/PGI
- Budget : 3,9 million € of which
50% from the EU budget
- <http://www.aop-igp.eu/>



What else do we do today? Commission's own campaigns



Commission's own information and promotion initiatives :

- High level trade visits with business delegations
- Participation at trade fairs
- Information and promotion campaigns (e.g. to inform on and promote EU quality schemes)

Recent events:

- **24-26/09/2014** - [EU pavilion at the "Annapoorna World of Food India" trade fair](#)
- **04-07/03/2014** - [EU pavilion at the Foodex fair in Japan](#)

Tomorrow – Regulation (EU) N°1144/2014

What's new in the reform – as from 1.12.2015 ?

Targeted on EU added value

- **Clear priorities** established **annually** - work programme
- Increase the promotion campaigns in **third-country market**
- Enhance the **cooperation between operators** from different MS through **multi programmes**
- **Incentive EU cofinancing** rates

Align with needs of the sector

- Enlarge to **new beneficiaries**
- **Wider** list of eligible **products** including processed products
- Recognition of the strategic importance of **brands** and **origin**
- Reactive in case of **crisis**
- **Technical support** services

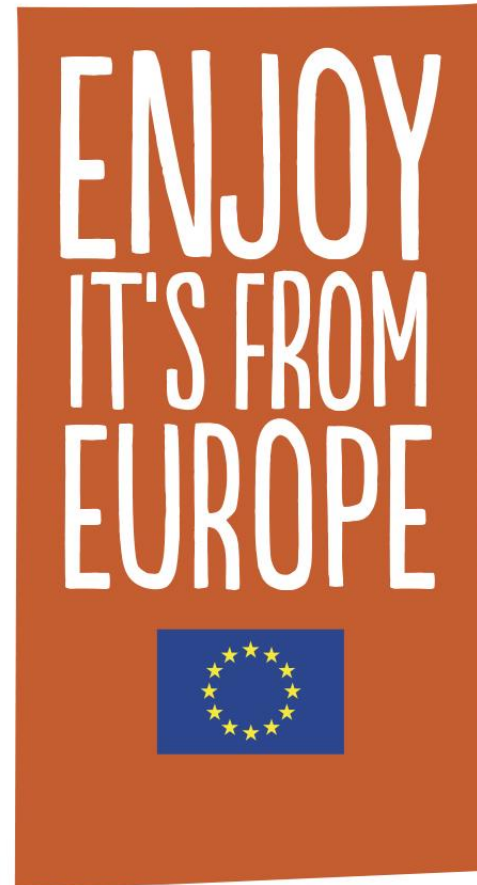
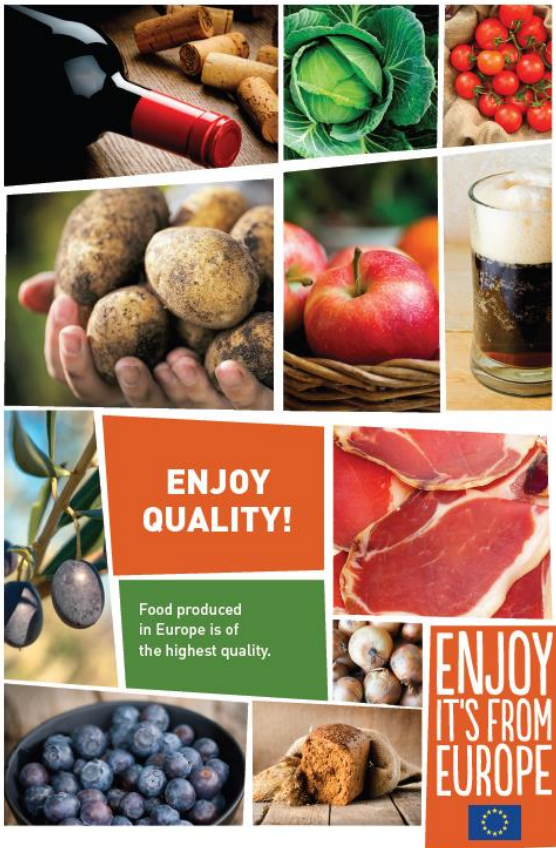
Greater effectiveness

- **New selection process** with gain in time and evaluation exclusively at Commission level through external experts
- **End of national cofinancing**
- **Simplification** of administrative procedure for **Multi-programmes** : **directly managed** by the Commission
- Delegation to an **executive agency** foreseen

Increased expenditure by 2019: up to 200M€

Lastly, enjoy it's from Europe!

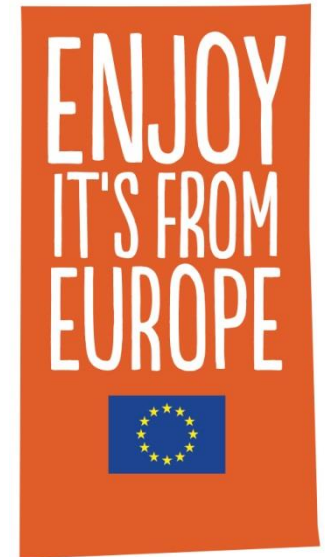
A new signature for future campaigns



For further information

Europa web-site

http://ec.europa.eu/agriculture/promotion/policy/index_en.htm



Thank you