

Info day on the Calls for Proposals 2018

On 31 January, the European Commission and CHAFEA organised a EU infoday on the EU promotion policy. The presentations made during the infoday were very detailed (please see the powerpoints). This document will only highlight the most important points.

The 2018 Annual Work Programme, Lene Naesager, Head of Unit B1, External communication and promotion policy, DG Agriculture and Rural Development (DG Agri), European Commission

The novelties of this year are:

- Additional multi call can be organised in case of market disturbance,
- The world is divided in three big regions,
- The budget increases compared to last year.

This is an open competition; only the excellent programmes win. CHAFEA does not take into account from which Member State the organisation comes from.

If financial resources are still available at the end of the selection process, the programs on the reserve list would receive the funds.

Calls for proposals: statistics and lessons learned, Aleksandra Mecilosek, Head of Unit D, Promotion of agricultural products, Chafea

Last year, 300% of the available budget was requested by the answers to the call for proposal. The higher competition was found on topics 1 and 2 concerning the internal market. Chances also depend on the chosen topics. Only 25% of the proposals were successful in 2017.

The eligibility conditions were not always understood. There was a lot of missing documents, proposals falling out of the scope, problems concerning the representativeness of the organisations... Many proposals did not reach the thresholds on the quality of the proposal, especially the cost-effectiveness of the proposal. Annex 7 of the Guide for applicants describe the 52 criteria which should be taken into account. Webinars are also there to help. There are handbooks on some countries.

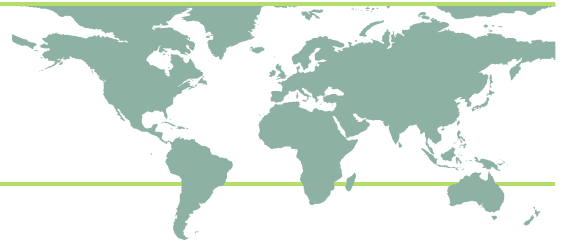
Call conditions: is my organization eligible and representative, Elodie Clerc, Policy Officer, Unit B1, DG Agri, European Commission

To be eligible, organisations need to:

- Be based in the EU,
- Fulfil all the annexes to the call for proposals
- Calculate its representativeness, depending on the type of organisation:
 - Intertrade organisations, also called interbranch organisations, must be recognised by the Member State or count for 50% of the volume or value of the GI
 - Producers organisations must be recognised by the Member State,
 - Agri-food body have to fulfil many conditions (see the PWPT). Local governments and state exports bodies are not eligible, but chambers of agriculture are.

Private companies are never eligible, except if it is the only company producing the GI.

The same proposal can be submitted twice maximum, but an organisation can submit several proposals under several topics at the same time. It only need to show that it has the financial capacity to deal with several programmes at the same time.



Competitive procedure for selection of implementing bodies, Mojmir Jericijo, Policy Officer, Unit B1, DG Agri, European Commission

The most important points are that the implementing bodies are the best value for money and that there is no conflict of interest. A competitive procedure should consist of at least: a published and adequately advertised contract notice, sufficient time for the receipt of tenders, an objective and non-discriminatory evaluation of the tenders and the assessment of any possible conflict of interests.

Impact of Brexit on new and on-going promotional programmes, Michael Niejahr, Director, DG Agri, Directorate I: Legal, institutional and procedural matters, European Commission

When the UK leaves the EU, the UK organisations will not be able to apply for or to be in a promotion programme. UK will become a 1/3 country and will thus not be covered by programmes on the internal market. There are two scenarios:

- The UK leaves on the 31/03/2019 without a transition period. The promotion programmes stop applying for UK organisations and the UK become a 1/3 country.
- The UK leaves on the 31/03/2019 with a transition period until end of 2020 and the end of the current budget. In this case, the UK will be treated as if it were still a Member State.

The organisations need to prepare for these two scenarios. In any case, after 2020, the UK will be outside of the EU and will not be able to participate to the EU promotion programmes. If organisations plan programmes in the UK, the end date should be 31/12/2020.

In the case a programme takes place in several Member States including the UK, the programme will go on in all the countries, but the UK, after the UK leaves. The funds will be redirected to these countries.

Until end of 2020, EU organisations should take into account the EU28 when calculating their representativeness.

Model Grant Agreement and eligible costs, Teresa Monge, Ex Ante Financial Verifying Officer, Chafea. Please see the very detailed presentation.

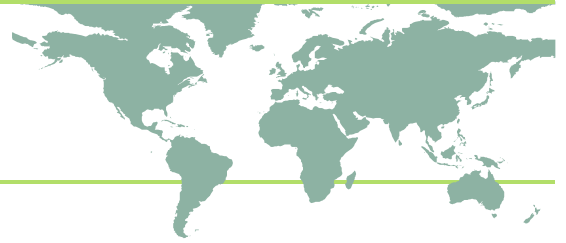
Debriefing on High Level Missions 2017: Canada, Saudi Arabia, Iran, Patricia Libert, Information and Communication Officer - Head of Section, and Pawel Bieńkowski, Programme Manager – Promotion of Agricultural Products, Unit B1, DG Agri, European Commission

The enforcement of GI protection was discussed in Canada and the protection of GIs was raised in Iran. The next mission will take place in China.

These missions take place in the context of economic diplomacy. The organisations with a business profile will be selected because the Commission wants them to be able to negotiate contracts with local partners. However, EU organisations, such as the Copa Cogeca and FoodDrinkEurope, also participated. The Commission is open to different profiles depending on the market, so GI organisations are welcome to apply.

Free Trade Agreements – developments, Adeline Hinderer, Deputy Head of Unit, Unit A.3 Information, Communication and Civil Society, DG TRADE, European Commission

She presented the report of the Commission on Implementation of Free Trade Agreements in 2016, which shows that EU exports have increase by 170% to Chile and 59% to Korea. Food and vehicles benefited the most from the trade agreements. She explained that the Mercosur agreement will offer protection to GIs and protect SPS rules, while lowering custom duties. The 2016 offer is equal to 8 times the value of the agreement with Canada. Implementation is also important but only 70% of EU enterprises are using the possibility to use the reduction of custom duties provided by the agreements. In 2018, the European Commission will do an outreach campaign to SMEs on how to benefit from FTAs. The European Commission is looking for success stories on FTAs to publish on its website. Interested organisations can contact her.



[Trade opportunities for the agri-food products](#), Pierluigi Londero, Head of Unit, Unit C2, DG Agri, European Commission

The European Commission prepared the “Agricultural Outlook” for 2017-2030. It is medium/long-term projections of agricultural markets and income, with focus on the EU. It describes what may happen under a specific set of assumptions. The main commodities covered are grains, meats, dairy, biofuels, sugar, olive oil, wine and selected fruit and vegetables. The demand for value-added products will increase in Asia and Africa. The production of poultry, cheese, butter and milk powder will increase, while the production of beef and milk will decrease. Big uncertainties, such as the impact of the Brexit, remain.

Examples of EU co-financed campaigns

[L’Europe signe les produits de ses terroirs](#), Jean-Claude Bousigon, Coordinateur du programme, L’Association des Producteurs de fruits et Légumes du Sud-Ouest (APFeLSO)

This completed programme concerned the promotion of French, Italian and Spanish PDO and PGI fruits and vegetables in Italy, France and Germany. There was a common website and visual in five languages and a visual adapted for each country. It lasted 3 years and the aim was to raise awareness on PDO and PGI.

[European poultry – the power of quality](#), Lukasz Dominiak, General Director, The National Poultry Council – Chamber of Commerce

This programme lasts from 2016 to 2019 and targets China, Hong Kong, Vietnam and the United Arab Emirates. It aims at increasing the awareness on the quality of EU poultry. Actions are adjusted according to the country but also following the Avian Influenza outbreak in 2016 to include more information on the safety of EU poultry. The programme led to an increase of 10-15% of exports to these countries.

[European Garnacha/Grenache Quality Wines](#), Sofía González, Asociación Garnacha Origen & Consortium Coordinator and Eric Aracil, CIVR - Conseil Interprofessionnel des Vins du Roussillon

This programme started in 2017 and will last until 2020. It targets millennials in the USA and Canada. It thus uses the social medias as a means to reach them.

[Programma Pecorino, Asiago e Speck EU](#), Flavio Innocenzi, Director of Consorzio for the Protection of Asiago Cheese

This programme started in 2017 and will last until 2020. It targets the USA and Canada in order to increase the awareness of the EU GI scheme and increase exports. The message “uncommon flavours of Europe” is used to counter the usurpation and evocation of EU GIs names in these markers and the message that they are common names.

[Support tools for applicants](#), Anna Hedrzak, Project Officer, Unit D, Promotion of agricultural products, Chafea.

The EU agri-food promotion portal, market handbooks, events and communication tools developed by CHAFEA were presented.