

The promotion policy for agricultural products

Regulation (EU) n°1144/2014

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DISCLAIMER

This presentation has been prepared by DG AGRI Staff in order to facilitate the discussion.

The draft implementing act and the Annual work programme are still under the process of adoption and might be subject to changes.

The promotion policy today

- +/- 60 millions € annually
- Some 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](#)**

Where are we with the reform ?

4 November 2014

**Publication of the new basic act
Regulation (EU) No 1144/2014 of 22.10.14**

December 2014

Adoption of 2 decisions to delegate tasks to executive agency

2015

Delegated and
Implementing Acts

DA- adoption by the
Commission
23.4.2015

Planned to be
published together in
October

Annual Work
Programme for 2016
(implementing act)

Planned to be
published in October

Preparatory work
related to the
delegation to the
Executive agency
in Luxembourg

1 December 2015

Entry into force

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€

Origin and draft implementing act

- ✓ The mention of origin shall be limited **to visual supports**
- ✓ Implicit or explicit references
- ✓ Shall not divert or mislead the Union message

- ✓ The mention of origin should be the **national origin or common supra national origin**

- ✓ **EU quality schemes** which refer to origin may mention their specific origin without any restriction
- ✓ **RUP logo** may mention the name of the outermost regions in the related graphic symbols
- ✓ **National quality schemes** which refer to origin may mention this origin, provided that:
 - It is secondary in relation to the main Union message of the campaign in the IM,
 - may be on the same level as the main Union message of the campaign in TC

Brands and draft implementing act

- ✓ Brands : Trade marks
- ✓ Brands can be mentioned only for **certain types of actions** :
 - Demonstrations (incl.fairs, B2B events) & tastings
 - Websites
- ✓ Equal visibility and in a distinct area compared to main EU message
- ✓ Minimum of **5 brands**
- ✓ Maximum of **5% of the total surface area**
- ✓ Conditions to derogate to the minimum number of 5:
 - Less brands produced; and
 - Not possible to build a multi-products or multi-country programme
- ✓ Derogation for national quality schemes registered as trademarks (Flandria, Label Rouge)

The draft Annual Work Programme for 2016

Indicative repartition of budget for cofinanced programmes

	Indicative amount foreseen
Simple programmes - Internal Market	[16,75 M€]
<u>Action 1</u> - Information and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes as defined in Article 5(4)a,b and c of Regulation (EU) 1144/2014	[11,725 M€]
<u>Action 2</u> - Information and promotion programmes aiming at highlighting the specific features of agricultural methods in the Union and the characteristics of European agricultural and food products	[5,025 M€]
Simple programmes - in Third countries	[46,90 M€]
<u>Action 3</u> - Information and promotion programmes targeting China, Japan, South Korea and customs territory of Taiwan	[11,725 M€]
<u>Action 4</u> -Information and promotion programmes targeting USA and/or Canada	[11,725 M€]
<u>Action 5</u> - Central and South America and the Carribean	[7,035 M€]
<u>Action 6</u> - South East Asia, meaning Brunei, Cambodia, Indonesia, Lao, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor Leste and Vietnam	[7,035 M€]
<u>Action 7</u> - Africa and Middle East	[4,69 M€]
<u>Action 8</u> - other geographical areas	[4,69 M€]
Multi programmes	[14,30 M€]
Simple programmes - in case of serious market disturbance	[3,35 M€]

The draft Annual Work Programme for 2016 : SIMPLE programmes

1. <u>Internal market</u>	25%
❖ Information on EU quality schemes (PDO/PGI/TSG, Organic, Outermost regions)	70%
❖ Other innovative programmes (=quality in general, characteristics of EU products, etc)	30%
2. <u>Third-country market</u>	70%
❖ China/Japan/South-Korea	25%
❖ USA/Canada	25%
❖ Latin America	15%
❖ South East Asia	15%
❖ Africa Middle East	10%
❖ Other geographical areas	10%
3. <u>Serious market disturbance</u>	5%

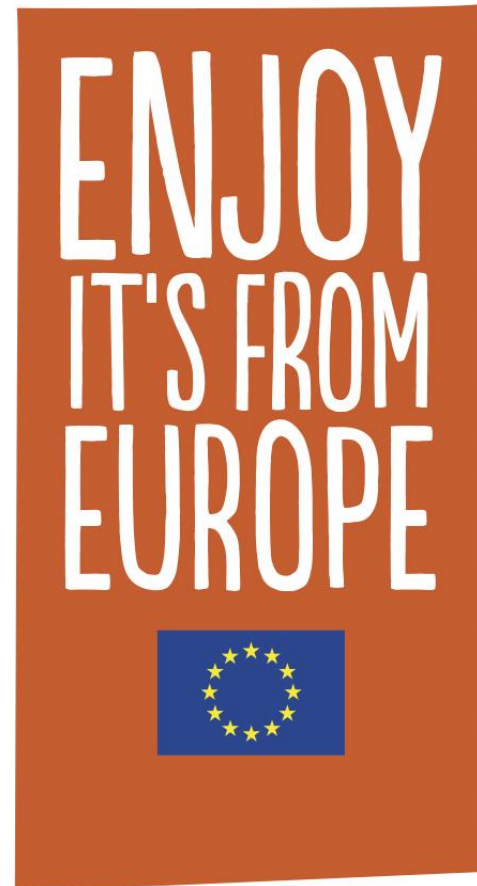
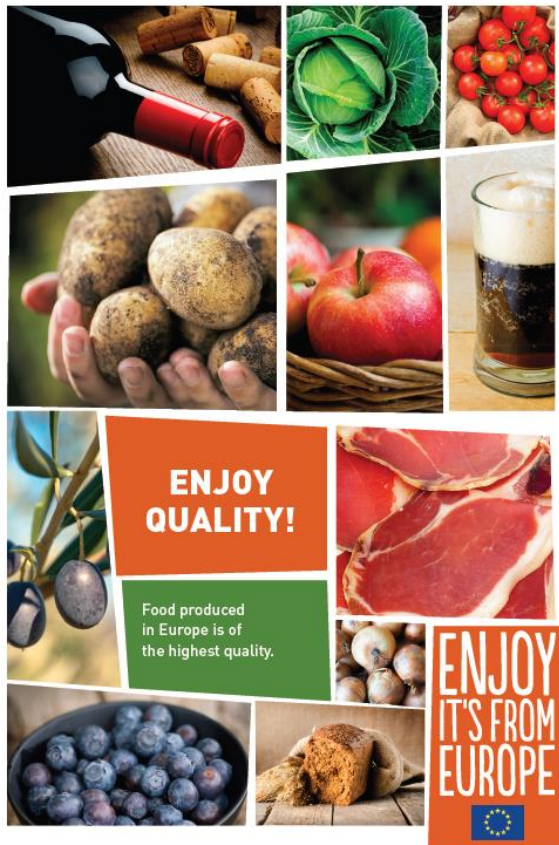
The market priorities implemented through simple/multi programmes

- ❖ 8 market priorities
- ❖ Budget management constrain: Need to dissociate the budget envelope for simple programmes from the one for multi programmes
- ❖ Phasing in of the budget for multi programmes but 2016 amount too limited to be split in 8

- ❖ Simple programmes :
 - ❖ Internal market : 2 priorities
 - ❖ Third country markets : 6 priorities
 - ❖ Following a serious market disturbance
- ❖ Multi programmes : single priority

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