

# Annual Work programme for 2017



*Unit B.5 Promotion*

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*Legal disclaimer: this presentation does not represent the official position of the European Commission*

## AWP-2017: Some background

- **Article 8 of Council Regulation (EU) No 1144/2014** establishes the need to adopt a work programme annually
- *Commission Implementing Decision*
- *Priorities are aligned **each year** with the changing needs and opportunities and associated with a dedicated budgetary envelope*
- *Shall be adopted in accordance with the examination procedure referred to in Article 23(2)*
- *Subject to internal and external consultations*



# AWP 2017

- *Interested parties submitted contributions to the COM by the end of **April 2016** (COPA-COGECA, Food Drink Europe, ERPA, etc...)*
- *Presentation to EU MS at the **174th Committee CMO-promotion**- 9th June 2016*
- *Presentation at the **Civil Dialogue Group on QUALITY & PROMOTION** – 1 July 2016*
- *The COM has taken most of these comments into account when setting the AWP for 2017*
- *Adoption by 9 November 2016*



# AWP 2017

*During 2016, (174th CMO-Promotion) oral and written consultation (written contributions from 13 MS+ plus one oral intervention)*

*Most important comments received:*

*1- within the simple programmes, more funding **should go for internal market promotion measures***

*2- within simple programmes for the internal market, a **higher share should be allocated to Action 2** (Information and promotion programmes for agricultural methods and the characteristics of European agricultural and food products)*

*3- a demand for the topic "programmes on **dairy and pork** targeting any third country" (Action 7) to have a greater weight or also for internal market*

*4- concerning the new topic on "**the role of sustainable agriculture and climate action**" (under MULTI programmes), Member States expressed divergent views on the way how it should be implemented*

# AWP 2017

• *MS comments, taken into account as much as possible + political priorities by Cab* 

*More important changes in relation to AWP 2016:*

- **Geographical areas**
- **New Topic on sustainable agriculture and climate change**
- **New Topic on beef products**
- **Budget**
- **serious market disturbance, loss of consumer confidence or other specific problems with an additional call for proposals via simple programmes**
- **Some minor reformulation of wording in the annexes**

# AWP-2017

- **New elements:**
- **4 geographical regions** (from previous exercises, merged into 4)
- Under simple programmes for **Third Countries** (Topics 3-6)
- Budget : **46,3 M€**
- Aim: more flexibility by covering more countries within the same Topic and more chances under the same promotion exercise



# AWP-2017

## ***New elements:***

- ***Programmes increasing the awareness of Union sustainable agriculture and the role of the agri-food sector for climate action:***

- *Only in the internal market (under Multi programmes: Topic A)*
- *However, under Topic C "respect for the environment and sustainability"*  
➡ *also for third countries ...*
- *15.05 EUR million*
- *Not for **organic** production methods*
- ***New wording under "objectives":***



- » *product(s) and production methods with beneficial role for climate action and the environment*
- » *climate change mitigation (e.g. reduction in greenhouse gas emissions) and/or adaptation (e.g. water savings, climate-resistant crops & varieties)*
- » *And... biodiversity conservation (wildlife, landscape, genetic resources)*
- » *sustainable water & soil management (erosion control, nutrient balance, prevention of acidification or salinization)*

# AWP-2017



## ***New elements:***

- *Topic 8 - Information and promotion programmes*  
***on beef products*** targeting any third country:
  - Under Simple programmes
  - Only in third countries
  - 4 EUR million
  - excludes promotion of beef under topics 3-6 unless associated with other agri-food products (basket approach)
  - Legal reference to the scope (beef) - also for Topic 7 (milk and pork)





# AWP-2017

- **Actions in case of serious market disturbance, loss of consumer confidence or other specific problems with an additional call for proposals via simple programmes**
- **4.5 EUR Mio**
- Aim: to restore normal market conditions
- when information and promotion programmes co-financed by the sector would **be an adequate response** to face the event
- **complementary** to exceptional measures taken in accordance with Part V, Chapter 1 of Regulation (EU) No 1308/2013 (e.g.: Article 219 on Market disturbance)
- Market disturbance (and the programme) should have an **European dimension** (not MS dimension)
- Open to **all agriculture products**
- Ideally, decision to be taken by COM by **beginning of 2017** (on specific product)
- If not used, budget shall be reallocated **under topic 7 (dairy and pig meat)**

# The Annual Work Programme for 2017

## Indicative repartition of budget

	%	Mio EUR
<b>SIMPLE PROGRAMMES in Internal Market</b>	<b>25%</b>	<b>22.5</b>
TOPIC 1. Quality Schemes	55%	12.375
TOPIC 2. Generic	45%	10.125
<b>SIMPLE PROGRAMMES in Third Countries</b>	<b>70%</b>	<b>63</b>
TOPIC 3. China, Japan, South Korea, Taiwan, South East Asia, India	23.4%	14.75
TOPIC 4. USA Canada Mexico	18.4%	11.6
TOPIC 5. Africa, Middle East and Turkey	13.4%	8.45
TOPIC 6. Other Regions	18.4%	11.6
TOPIC 7. Dairy and Pigrate	20%	12.6
TOPIC 8. Beef	6.3%	4
<b>Market disturbance/additional call for proposals</b>	<b>5%</b>	<b>4.5</b>
<b>Total SIMPLE</b>	<b>100%</b>	<b>90</b>
<b>MULTI PROGRAMMES</b>	<b>%</b>	<b>Mio EUR</b>
TOPIC A. Programmes increasing the awareness of sustainable agriculture and the role of agriculture for climate action on the internal market.	35%	15.05
TOPIC B. Information on EU quality schemes (IM/TC)	35%	15.05
TOPIC C. Programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products (IM/TC)	30%	12.9
<b>Total MULTI</b>	<b>100%</b>	<b>43</b>
<b>TOTAL SIMPLE and MULTI PROGRAMMES 2017</b>		<b>133</b>
Commission own initiatives		9.5
<b>TOTAL PROMOTION PROGRAMMES 2017</b>		<b>142.5</b>

## The Annual Work Programme for 2017

### Indicative share of budget

• <b>Budget line 05.02.10.01: (simple programmes)</b>	+ [85.5] M€
- <i>Actions in case of serious market disturbance*</i>	+ [4.5] M€
• <b>Budget line 05.02.10.02:</b>	
▪ <i>multi programmes</i>	+ [43] M€
▪ <i>actions directly managed by the Commission **</i>	+ [9.5] M€
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<b>Grand TOTAL 2017</b>	<b>[142.5] M€</b>

• <b>Co-financed programmes :</b>	<b>[133] M€</b>
• <b><i>Actions directly managed by the Commission :</i></b>	<b>[9.5] M€</b>

*\* designed to react in case of unexpected serious market disturbance, should have a European dimension, if not used, budget shall be reallocated to actions under Topic 7, and through additional call for proposals via simple programmes*

*\*\* communication campaigns in third countries, Union pavilions at major agri-food trade fairs in third countries, organisation of business delegation visits to third countries, provision of technical support services, organisation of campaigns in the event of serious market disturbance, loss of consumer confidence or other specific problems, and communication about the reformed promotion regime.*

## The Annual Work Programme for 2017

A practical sample: producer association of BEEF- options to apply...

	Suitability	Mio EUR
<b>SIMPLE PROGRAMMES in Internal Market</b>		<b>22.5</b>
TOPIC 1. Quality Schemes	<b>X</b>	12.375
TOPIC 2. Generic	<b>X</b>	10.125
<b>SIMPLE PROGRAMMES in Third Countries</b>		<b>63</b>
TOPIC 3. China, Japan, South Korea, Taiwan, South East Asia, India	<b>(Basket)</b>	14.75
TOPIC 4. USA Canada Mexico	<b>(Basket)</b>	11.6
TOPIC 5. Africa, Middle East and Turkey	<b>(Basket)</b>	8.45
TOPIC 6. Other Regions	<b>(Basket)</b>	11.6
TOPIC 7. Dairy and Pigrate	<b>No</b>	12.6
TOPIC 8. Beef	<b>X</b>	4
<b>Market disturbance/additional call for proposals</b>	<b>?</b>	4.5
<b>MULTI PROGRAMMES</b>		<b>Mio EUR</b>
TOPIC A. Programmes increasing the awareness of sustainable agriculture and the role of agriculture for climate action on the internal market.	<b>X</b>	15.05
TOPIC B. Information on EU quality schemes (IM/TC)	<b>X</b>	15.05
TOPIC C. Programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products (IM/TC)	<b>X</b>	12.9
<b>Commission own initiatives</b>	<b>?</b>	9.5
<b>Beef may opt (standing-alone)</b>		<b>69.5</b>
<b>Beef may opt (Basket)</b>		<b>46.4</b>
<b>Beef may opt Total</b>		<b>115.9</b>

## The Annual Work Programme for 2017

A practical sample: producer association of Fruits and vegetables...options to apply

	Suitability	Mio EUR
<b>SIMPLE PROGRAMMES in Internal Market</b>		<b>22.5</b>
TOPIC 1. Quality Schemes	<b>X</b>	12.375
TOPIC 2. Generic	<b>X</b>	10.125
<b>SIMPLE PROGRAMMES in Third Countries</b>		<b>63</b>
TOPIC 3. China, Japan, South Korea, Taiwan, South East Asia, India	<b>X</b>	14.75
TOPIC 4. USA Canada Mexico	<b>X</b>	11.6
TOPIC 5. Africa, Middle East and Turkey	<b>X</b>	8.45
TOPIC 6. Other Regions	<b>X</b>	11.6
TOPIC 7. Dairy and Pignite	<b>No</b>	12.6
TOPIC 8. Beef	<b>No</b>	4
<b>Market disturbance/additional call for proposals</b>	<b>?</b>	4.5
<b>MULTI PROGRAMMES</b>		<b>Mio EUR</b>
TOPIC A. Programmes increasing the awareness of sustainable agriculture and the role of agriculture for climate action on the internal market.	<b>X</b>	15.05
TOPIC B. Information on EU quality schemes (IM/TC)	<b>X</b>	15.05
TOPIC C. Programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products (IM/TC)	<b>X</b>	12.9
<b>Commission own initiatives</b>	<b>?</b>	9.5
<b>Fruits and vegetables may opt</b>		<b>111.9</b>

## The Annual Work Programme for 2017

You can be considered to be a "proponent organization" under the terms of CR 1140/2014 under the following conditions:

- Trade or inter-trade organisations representative of the sector(s) concerned at MS
- Trade or inter-trade organisations at EU level
- Producer organisations
- Bodies with public service mission in charge of promotion of agricultural products (example: Agence Bio, Chambers of agriculture)
- Shall be representative of the sector or product concerned

The above-mentioned requirements are **cumulative**.

# The Annual Work Programme for 2017

## Indicative repartition of budget

### Next steps:

- Adopted by COM on 9 November 2016
- Call for tenders for the AWP 2017 **to be launched during January 2017**
- infoday 31/1/17

# The end

## Time for questions