

The new EU policy for the promotion of Agricultural products

BENEFICIARIES



Trade and inter-trade organisations representative of the sector.



Producers' organisations and their associations recognised by the Member State.



Producers' groups within the meaning of Art. 3 of Reg. 1151/2012 on quality schemes.



Agri-food bodies with a mission of public interest in charge of promotion of agricultural products.

TARGET MARKET



Priority is given to programmes targeting non-EU countries with a special focus on those markets that have the highest growth potential.

ELIGIBLE PRODUCTS AND SCHEMES



All agricultural products of annex I to the TFEU, excluding tobacco. Certain transformed products, such as beer, chocolate, bread and pastry, pasta, salt, sweet corn and cotton.



Spirit drinks with geographical indication.



Wine (in simple programmes, it has to be associated with (an) other EU product(s)) and national quality schemes.

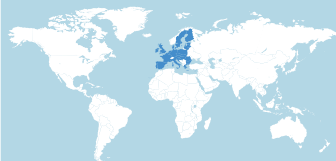


EU and national quality schemes.



Fisheries products if associated with (an) other product(s).

SIMPLE PROGRAMMES IN THE INTERNAL MARKET



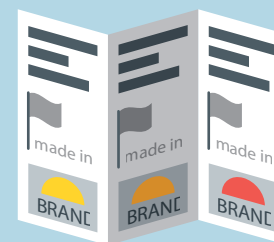
Implemented in at least two Member States or in one Member State if different from the Member State of origin of the proposing organisation(s). Exceptions for Union quality schemes and message which concerns proper dietary practices.

MENTIONING OF ORIGIN AND VISIBILITY OF BRANDS

Under certain conditions, it is possible to mention the origin of products and give visibility to brands. The origin of products can be mentioned if:

on the internal market, the product origin is secondary to the main message of the campaign;

in non-EU countries, the product origin is presented at the same level of the European message.



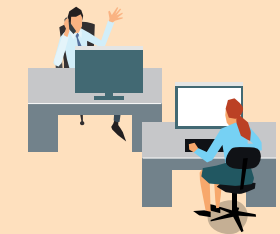
Brands may only be displayed during demonstrations and tastings, and on the printed material distributed at those events, in a small banner displaying a minimum five brands.

STRATEGY



Strategic priorities in terms of populations, products, themes or markets to be targeted are defined every year by the Commission in consultation with the Member State and stakeholders, on the basis of the general and specific objectives of the new policy.

TECHNICAL SUPPORT



The Commission will establish services of technical support to help operators to participate in co-financed programmes, prepare efficient campaigns or develop activities on export markets.

MANAGEMENT

The programmes eligible for financing are selected by the Commission through a one-step selection process.



CHAFEA



MEMBER STATE

Multi country programmes are managed directly by Chafea while simple programmes are implemented in shared management with the Member State of the selected programme.

EVALUATION AND FOLLOW-UP



Common framework based on a system of indicators in order to assess the impact of information and promotion programmes.

BUDGET

200.000.000€

The EU contribution is estimated to gradually rise to 200 M€ per year by 2019.

CO-FINANCING RATE

The new policy sets higher rates compared to the previous regime:



For simple programmes implemented within the EU the EU co-financing rate is 70%.



For multi programmes and simple programmes targeting third countries the EU co-financing rate is 80%.



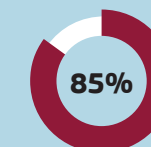
For programmes in case of serious market disturbance the EU co-financing rate is 85%.

A 5% top-up applies for beneficiaries from Member States under financial assistance. The rest is financed exclusively by the proposing organisation.

SERIOUS MARKET DISTURBANCE



Reacting in the event of serious market disturbance is one of the specific objectives of the new regime.



EU co-financing rate of 85% through dedicated calls for proposals.



Specific arrangements in the annual work programme.



Possible reply via measures managed directly by the Commission.