



## NEW PROMOTION POLICY FOR AGRICULTURAL PRODUCTS

Work programme 2017

*Description of the Programme*

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## INTRODUCTION

**The EU Promotion Policy helps EU agri-food sector's professionals to finance information and promotion campaigns.**

Based on a strategy established at European level, and under the slogan 'Enjoy, it's from Europe', the policy aims to help the sector's professionals break into international markets and make consumers more aware of the efforts made by European farmers to provide quality products.

## WHO CAN PARTICIPATE?

1. **Trade and inter-trade organisations** representative of the sector;
2. **Producers' organisations and their associations** recognised by the Member State.
3. **Producers' groups** within the meaning of Art. 3 of Reg. 1151/2012 on **quality schemes**.
4. **Agri-food bodies** with a mission of public interest in charge of promotion of agricultural products.

## WHAT IS A PROMOTION PROGRAMME?

A promotion programme is a coherent set of operations which can include advertising campaigns in the press, on television, on radio or on the Internet; point-of-sale promotions; public relations campaigns; participation in exhibitions and fairs, and a range of other activities. It can be a B2B campaign or B2C campaign.

It shall be implemented over a period of **at least one year but no more than three years**.

Information and promotion programmes may consist of “simple” programmes or “multi” programmes:

A **simple programme** is a promotion programme submitted by one or more proposing organisations from the same MS. It should be implemented in at least two MS or in one MS if different from the MS of origin of the proposing organisation(s).

A **multi programme** is a programme submitted by at least two proposing organisations from at least two Member States or one or more European organisations.

## WHAT ARE THE OBJECTIVES OF PROMOTION POLICY?

The information provision and promotion measures aim to **enhance the competitiveness of the Union agricultural sector** by:

- a) Increasing **awareness of the merits of Union agricultural products** and high standards of production;
- b) **Increasing the competitiveness and consumption of Union agricultural products** both inside and outside the Union;
- c) Increasing the **awareness and recognition of Union quality schemes**;
- d) **Increasing the market share of Union agricultural products**, specifically focusing on those markets in third countries that have the highest growth potential;
- e) **Restoring normal market conditions** in the event of serious market disturbance.



## NEW PROMOTION POLICY: WHAT ARE THE MAIN CHANGES?

On 1 December 2015, the newly revised policy started to apply. It presents a wider scope of measures and an increased budget and it will be implemented in the internal market and in third countries.

The new regulation provides for a **gradual increase in the resources** available to 61 million planned for 2014 to 200 million in 2020.

Under the new rules, national co-funding disappear, but the **EU co-financing rates have been raised to 70% for simple programmes** presented by an organisation from one Member State, to **80% for multi Member State programmes and programmes targeting third countries**, 85% for crisis measures.

Moreover the new regulation defines **the promotion of quality systems as a key priority** in order to improve the knowledge of consumers about the characteristics of such products. In this regard, the **opportunity to mention the origin** of the products in the promotion campaigns has been introduced for the first time.

Another important element is the **inclusion of producer organizations as beneficiaries** of the promotion policy.

[Click here to see in detail the main changes in the new promotion policy.](#)

## THE NEW LEGAL FRAMEWORK

The rules concerning the promotion aid scheme are in 4 different legislative texts (basic act, delegated act, implementing act and annual work programme).

Below **all the legislative text** are listed. For a more user friendly compilation of rules you can consult the [synoptic presentation](#) and the [infographic on the reform](#) available online.

### BASIC REGULATION

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[Regulation \(EU\) No 1144/2014](#) on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries

### DELEGATED AND IMPLEMENTING ACTS

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[Commission Delegated Regulation \(EU\) No 1829/2015](#)

[Commission Implementing Regulation \(EU\) No 1831/2015](#)

### ANNUAL WORK PROGRAMME

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UPDATED

[Commission Implementing Decision of 09.11.2016](#) on the adoption of the work programme for **2017** in the framework of information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries

#### **Annexes:**

1. **Annex 1: establishes the programme's priorities;**
2. **Annex 2 and 3:** specify **criteria** for the proposal to be submitted (eligibility, exclusion, selection, and award criteria).

The **annual work programme** has been introduced in the reform to take into account market opportunities and changing priorities. It adapts each year the basic framework to the needs of sector.

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Defined with the involvement of the stakeholders and Member States, the annual work programme:

- Sets out the priorities, including the allocation of resources;
- Defines the eligibility, exclusion, selection and award criteria to be applied.

**The annual work programme for 2017** was adopted on 9 November 2016. A **total of € 133 million** will be available for **promotion programmes selected for EU co-financing in 2017**.

It gives **priority** to promotion activities in a selected list of third countries identified by EC macro-economic analysis for their higher potential for growth.

The plan again puts **emphasis on products under EU quality schemes**, from the outermost regions and from organic production, but also includes specific elements for sectors hit by **market difficulties**, such as **dairy and pigmeat, beef** and an extra budget available for sectors facing **unexpected crises**.

A new element for 2017 is the introduction of a topic concerning **increasing the awareness of sustainable agriculture and the role of agriculture for climate action on the internal market**.

**The work programme 2017** establishes the following **priorities** for simple and multi programmes (see figure 2 for budget allocation for each priority):

	Internal market	Third country markets	
SIMPLE	1. <b>Union quality schemes</b> ;	3. China, South East Asia	
	2. Specific <b>features of agricultural methods and characteristics</b> of European agricultural and food products.	4. USA, Canada or Mexico	
		5. Africa, Middle East	
		6. Other geographical areas	
		7. Dairy and pig meat products	
		8. Beef products	
MULTI	Serious <b>market disturbance</b> , loss of consumer confidence and other specific problems		
	A. Increasing the awareness of Union <b>sustainable agriculture</b> and the role of the agri-food sector for climate action and the environment ( <u>only internal market</u> )		
	B. <b>Union quality schemes</b> ( <u>internal market and third countries</u> )		
	C. Specific features of agricultural methods in the Union and the characteristics of EU agri-food products and quality schemes ( <u>internal market and third countries</u> )		

Figure 1. Priorities for information and promotion actions for simple and multi programmes in work programme 2017.



## CALLS FOR PROPOSALS 2017

The work programme is implemented through the calls for proposals for simple and multi programme, published each year, detailing the different types of funding schemes available and the procedures to follow.

- One call for proposals per year is planned for simple programmes and one for multi programmes;
- Additional calls can be published in case of serious market disturbance.

**A call for proposals** for the co-financing of the implementation of information provision and promotion programmes in the internal market and in third countries **shall be launched before the end of January 2017**. It will be [published on CHAFEA website](#).

Pending publication of the new call, you can consult the call for proposal for 2016 programme:

- [Calls for proposal simple programmes](#) and [guide for applicants](#);
- [Call for proposal multi programmes](#) and [guide for applicant for multi programmes](#).

## BUDGET AND CO-FUNDING

UPDATED

The overall amount for information and promotion programmes to be awarded in 2017 amounts to **133.000.000€**. This amount is split between simple programmes (90.000.000€) and multi programmes (43.000.000€) and is allocated as follow according to several priorities:

SIMPLE PROGRAMMES	Amount foreseen Million €
<b>INTERNAL MARKET</b>	<b>22.5</b>
<u>Topic 1</u> - Information provision and promotion programmes aiming at increasing the awareness and recognition of <b>Union quality schemes</b>	12.375
<u>Topic 2</u> - Information provision and promotion programmes aiming at highlighting the <b>specific features of agricultural methods in the Union and the characteristics of European agricultural and food products, and quality schemes</b>	10.125
<b>THIRD COUNTRIES</b>	<b>63</b>
<u>Topic 3*</u> - <b>China (including Hong-Kong and Macao), Japan, South Korea, Taiwan, South East Asian region or India</b>	14.75
<u>Topic 4*</u> - <b>USA, Canada or Mexico</b>	11.6
<u>Topic 5*</u> - <b>Africa, Middle East, Iran or Turkey</b>	8.45
<u>Topic 6*</u> - <b>Other geographical areas</b>	11.6
<u>Topic 7</u> – <b>Dairy and pig meat products or a combination of those two</b>	12.6
<u>Topic 8</u> - <b>Beef products</b>	4
<b>MARKET DISTURBANCE/ADDITIONAL CALL FOR PROPOSALS</b>	<b>4.5</b>

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MULTI PROGRAMMES	Million €
<u>Topic A</u> - Programmes increasing the <b>awareness of Union sustainable agriculture</b> and the role of the agri-food sector for climate action and the environment ( <b>only internal market</b> )	15.05
<u>Topic B</u> - Information provision and promotion programmes aiming at increasing the awareness and recognition of <b>Union quality schemes (internal market and third countries)</b>	15.05
<u>Topic C</u> - Information provision and promotion programmes highlighting the <b>specific features of agricultural methods in the Union and the characteristics of EU agri-food products and quality schemes (internal market and third countries)</b>	12.9

\* programmes under this topic shall not cover milk/dairy products, pig meat products, beef products or a combination of these three (as defined under Topic 7 and 8). They may however cover these products if they are associated with other agri-food products.

Figure 2. The Annual Work Programme for 2017. Indicative repartition of budget and priorities for cofinanced programmes.

The EU co-financing rate is **70% for simple programmes, 80% for multi programmes and programmes targeting third countries, 85% for programmes in case of serious market disturbance**. There is also a **5 percentage point top-up** for beneficiaries from MS under financial assistance.

**The rest is financed exclusively by the proposing organisation.** The national co-financing disappears, so a proposing organisation cannot receive money from the State for the promotion programme at stake.

	SIMPLE		MULTI
	Internal market	Third countries	Internal market and Third countries
	70%	80%	80%
<b>5% top-up For Proposing organisations from MS under financial assistance</b>	75%	85%	85%
<b>Case of serious market disturbance (simple programme)</b>	85%		85%

Figure 3. Maximum rate of EU financing of the eligible costs.

## GENERAL PRINCIPLES FOR FUNDING

- Co-financing rule: you need to **have your own financial resources** to contribute to the costs of the project;
- Non-profit rule: the grant **may not have the purpose or effect of producing a profit** for participants;
- Non-retroactivity rule: you **can get co-funding only for the costs incurred after the starting date** stipulated in the grant agreement;
- Non-cumulative rule: each action may give rise to the award of **only one grant** to any one beneficiary (you cannot get paid twice for the same cost).



## WHAT ARE THE ELIGIBILITY CRITERIA FOR APPLICANTS?

### TYPE OF ORGANISATION

SIMPLE PROGRAMME	MULTI PROGRAMMES
Proposals can be submitted by:	Proposals can be submitted by:
<p><b>One or more of the following organisations from the same Member State:</b></p>	<p><b>1. At least two of the following organisations which shall be from at least two Member States:</b></p>
<ul style="list-style-type: none"> <li>• <b>trade organisations and inter-trade organisations</b> established in a MS and representative of the sector, <b>including groups of producers and processors active in geographical indications;</b></li> <li>• <b>producer organisations or associations of producer organisations</b> recognized by the MS;</li> <li>• <b>agri-food bodies</b> which a mission of public interest in charge of promotion of agricultural products.</li> </ul>	
	<p><b>2. One or more trade or inter-trade organisations of the Union.</b></p>

Figure 4. List of eligible applicants for simple and multi programmes.

**Representativeness:** Both for simple and multi programmes, a trade or inter-trade organisation shall be deemed to be **representative**

- (i) where it accounts for at least **50% as a proportion of the number of producers, or 50% of the volume or value of marketable production** of the product(s) or sector concerned, in the MS concerned or at Union level;
- (ii) where it is an **interbranch organisation recognised by the MS.**

**Selection Criteria:** The proposing organisation shall have the necessary technical, financial and professional resources to carry out the programme effectively.

**Country eligibility:** To receive EU financial support for a promotional programme, i.e. to be a coordinator or other beneficiary, the organisation needs to be **legally established in one of the EU Member States.**

## WHAT ARE THE ELIGIBLE PRODUCTS AND SCHEMES?

### A PROMOTION PROGRAMME MAY COVER THE FOLLOWING PRODUCTS:

1. The products listed in **Annex I to the TFEU**, excluding tobacco;
2. The **following processed products:** beer, chocolate and derived products, bread, pastry, cakes, confectionery, biscuits and other baker's wares, beverages made from plant extracts, pasta, salt, natural gums and resins, mustard paste, sweetcorn, cotton;
3. The **spirit drinks with a protected geographical indication;**
4. The **wine with designation of origin or protected geographical indication status** and wine carrying an **indication of the wine grape variety;** in the case of simple programmes, wine shall be associated to one or several other products;
5. The **fisheries products** if associated to one or several products.

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## A PROMOTION PROGRAMME MAY COVER THE FOLLOWING SCHEMES:

- The **EU quality schemes**, namely PDO, PGI and TSG;
- The **EU logo on organic production** method;
- The **EU RUP logo** for the outermost regions;
- **National quality schemes** provided that the visuals respect the rules on origin.

A programme covering a scheme may be illustrated by one or several products. In the internal market, these products shall appear in secondary message in relation to the main Union message.

## WHAT ARE THE ELIGIBLE ACTIVITIES?

1. Management of project;
2. Strategy (communication strategy, definition of campaign's visual identity);
3. Public relations (PR activities, Press events);
4. Website, social media (Website setup, updating, maintenance, Social media –accounts setup, regular posting-, other –mobile apps, e-learning platforms, webinars, etc.-);
5. Advertising (Print, TV, Radio, Online, Outdoor, Cinema);
6. Communication tools (Publications, media kits, promotional merchandise, promotional videos);
7. Events (stands at trade fairs, seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools, restaurant weeks, sponsorship of events, study trips to Europe);
8. Point-of-sale (POS), promotion (Tasting days, other: promotion in retailers' publications, POS advertising).

## WHAT ARE THE ELIGIBLE COSTS?

The eligible costs shall be incurred by the proposing organisation during the implementation of the programme, with the exception of the costs relating to final reports and evaluation.

The following categories of costs are eligible for Union funding:

1. Costs relating to an **advance guarantee** provided by a bank or financial institution and lodged by the proposing organisation;
2. Costs relating to **external audits** where such audits are required in support of the requests for payments;
3. **Personnel costs** limited to salaries, social security charges and other costs included in the remuneration of personnel assigned to the implementation of the programme;
4. **Value added tax** where it is not recoverable under the applicable national VAT legislation and is paid by a beneficiary other than a non-taxable person;
5. The costs of **studies** to evaluate the results of promotional and information measures;
6. **Indirect eligible costs** shall be determined by applying a flat rate of 4 % of the total direct eligible personnel costs of the proposing organisation.



## HOW TO PREPARE AND SUBMIT YOUR PROPOSAL?

Proposals can only be submitted electronically via the Electronic Exchange System of the EU Research & Innovation [Participant Portal](#) **once the call for proposal will be published**. *The submission guide and all necessary documents will be found on the Participant Portal, when the call for proposal will be published.*

### RELEVANT DOCUMENTS

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1. [Work programme for 2017](#) and [annexes](#)
2. Regulation call for proposal for simple and multi programme (*still not available for 2017*)
3. Guide for applicants for [simple](#) and [multi](#) programmes (*2016 version*)
4. Model [grant agreement](#) for multi programmes ([see the technical details in the infoday presentation](#))
5. [FAQ – policy](#): website CHAFEA and DG AGRI

[Click here to read the Infoday Presentation on how to prepare and submit your proposal](#) (February 2016)

[Read the infographic on life cycle of programmes for the promotion of EU agricultural products](#)

### LANGUAGE OF SUBMISSION

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**In principle**, project proposal application may be submitted **in any of the official languages of the EU**. Nevertheless, the proposal will be evaluated by 3 independent experts that should be able to read the proposal, so it should be available also in English.

- Especially for **multi programmes**, selected and managed by CHAFEA, applicants are encouraged to submit their proposal in English to facilitate processing of the application.
- For **simple programmes**, selected by CHAFEA but managed by the MS applicants are encouraged to submit their proposal in the **language(s) of the MS of origin of the proposing organisation(s)** unless if the concerned MS has indicated its agreement to sign the contract in English (for more information [find here the list of competent national authorities](#) willing to work in English).

## CONTACTS

### CHAFEA

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**Telephone:** +352 4301 36611

### COMPETENT AUTHORITIES IN MEMBER STATES

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Even if MS are not involved anymore in the selection procedure, they are in charge of the management of simple programmes.

On their [national websites](#), interested **MS** publish information related to the promotion policy and in particular to the **simple programmes that they implement**.

Find here the [list of competent authorities in the Member States](#) responsible for implementing the **promotion policy** under Regulation (EU) No 1144/2014.

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## AREPO PARTNER SEARCH PROMOTION PROJECTS

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In order to facilitate the exchange of information, networking and the partner search for promotion projects among the producers of its member regions, AREPO created a new section “[Partner search](#)” in its website that includes:

1. a [questionnaire](#) for applicant organisations willing to present a partner search and
2. a [table](#) with the list of the submitted partner searches.

The organizations interested in submitting a partner search can fill the following [questionnaire](#). The contacts and the information regarding the project proposal and the proposing organizations that will fill the questionnaire will be published at the following [link](#).

The AREPO team remains at your disposal for any further information:

- **Laurent Gomez**, General-Secretary: [secgen@arepoquality.eu](mailto:secgen@arepoquality.eu); Tel: + 33 6 10 13 11 89
- **Giulia Scaglioni**, Representation Office in Brussels: [policyofficer@arepoquality.eu](mailto:policyofficer@arepoquality.eu); Tel: +32 (0)2 743 30 09

## USEFUL LINKS

[Commission website](#)

[FAQ – policy: website CHAFEA and DG AGRI](#)

[CHAFEA website](#)

[Synoptic presentation](#)

[Infoday 2016 video and presentations](#)

[List of past approved programmes](#)

[Discover here AREPO instrument to facilitate the exchange of information and the partner search for promotion projects](#)

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