



Mr Frans Timmermans
Executive Vice-President of the
European Commission

Mr Janusz Wojciechowski
Commissioner for Agriculture and
Rural Development European
Commission

Rue de la Loi 200
B-1049 Brussels, Belgium

Brussels, 27 January 2023

Re: Agri-food sectors' major concerns over the delay in the publication of the Commission proposal revising the EU Promotion Policy for agricultural and food products

Dear Vice-President Timmermans,

Dear Commissioner Wojciechowski,

The undersigned 16 organisations representing the European agri-food sector would like to hereby express our great concern regarding the delay in the publication of the Commission proposal to amend Regulation (EU) 1144/2014 on information provision and promotion measures concerning agricultural products and call for a prompt publication thereof.

Initially announced for the first quarter of 2022 and later postponed to June 2022, the publication appears to have been delayed without any indication of new timing. This is

notwithstanding the timely completion of the preparatory steps (Inception Impact Assessment, public consultation, targeted and stakeholder consultations, full impact assessment and approval by the Regulatory Scrutiny Board).

The lack of an updated legal text coupled with the lack of clear timing for the adoption date are particularly worrisome for the agri-food sectors that have benefitted from the promotion programme until now. Not only is uncertainty prolonged as a result, but also producers are discouraged from applying for promotion programmes in times when support is needed the most. Over the course of the past few years, the agri-food sector has been subject to a multitude of unprecedented consecutive challenges ranging from the effects of the COVID-19 pandemic and the ongoing energy crisis to extreme climate events and skyrocketing production costs. During these trying times, the need for some certainty and access to a promotion policy creating market opportunities is vital.

Any further delay in the publication of the proposal would seriously jeopardise the success of the EU Promotion Policy which lies in fulfilling its original objectives, namely boosting the competitiveness of Union's agri-food sector and raising awareness of the qualities of the EU food products, while aligning with the political priorities to further contribute to sustainable food production and consumption. Indeed, the evaluation carried out in 2020 (SWD(2020) 401 final) found that the policy has broadly achieved its original objectives and noted that it could enhance its contribution to the objectives of the Farm to Fork Strategy.

In light of the aforementioned, **it is paramount that the Commission promptly publishes its proposal for an inclusive EU Promotion Policy**, that equally and proportionally supports all sectors and sustainable agricultural practices. Thereby, it would send a clear signal of support to the millions of producers and workers striving to continue their activity while increasing the sustainability of their production.

We thank you in advance for taking our concerns into consideration.

We would be delighted to further exchange with you on this topic and remain at your disposal should you have any queries or need any clarifications.

Yours sincerely,

On behalf of the following organisations:

AREFLH – The Assembly of European Fruit, Vegetable and Horticultural Regions

AREPO – Association of European Regions for Products of Origin

AVEC – Association of Poultry Processors and Poultry Trade in the EU countries

CEEV – Comité Européen des Entreprises Vins

CELCAA – European Liaison Committee for Agricultural and Agri-Food Trade

CEVI – The European Confederation of Independents Winegrowers

CLITRAVI – Liaison Centre for the Meat Processing Industry in the European Union

Copa-Cogeca – The united voice of farmers and their cooperatives in the European Union

EDA – European Dairy Association

EFOW – European Federation of Origin Wines

EUROPATAT – European Potato Trade Association

FOODDRINK EUROPE – Organisation of Europe's food and drink industry

FRESHFEL – European Fresh Produce Association

OriGin EU – The Organization for an International Geographical Indications Network

spiritsEUROPE – European representative body for producers of spirit drinks

TRADE PROMOTION EUROPE – One voice for European trade promotion

Cc:

Mr Diederik Samsom, Head of Cabinet of Executive Vice-President Timmermans
Mr Lukas Visek, Member of Cabinet of Executive Vice-President Timmermans

Mr Maciej Golubiewski, Head of Cabinet of Commissioner Wojciechowski
Mr Roberto Berutti, Member of Cabinet of Commissioner Wojciechowski
Mr Wolfgang Bartscher, Director-General of DG AGRI
Ms Magda Kopczynska, Deputy Director-General of DG AGRI
Mr Joao Onofre, Acting Director DG AGRI, Directorate F