

PROMOTION POLICY FOR AGRICULTURAL PRODUCTS

Work programme 2025

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.

WHAT ARE THE OBJECTIVES OF PROMOTION POLICY?

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

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

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 only 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.

SIMPLE PROGRAMME
EXCEPTION FOR QUALITY SCHEMES:
it's also possible to choose to implement the campaign in the MS of origin of the proposing organisation without needing to include a second country.

THE LEGAL FRAMEWORK

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

Below **all the legislative text** are listed.

BASIC REGULATION

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

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

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

[Commission Delegated Regulation \(EU\) 2025/70 amending Delegated Regulation \(EU\) 2015/1829](#)

Through the Delegated Regulation (EU) 2025/70, the European Commission recently introduced some amendments concern the following:

- The eligibility criterion for receiving support for the same programme after such support has already been received twice (**continuation rule**);
- Stricter conflict of interests rules;
- Simplified financial management with use of lump sums for funding (not yet applicable).

Delegated Act amendment – overview

Applicable from the 2025 Calls		Not yet applicable
Eligibility criteria	Absence of conflict of interest	Lump sums
Article 1 <ul style="list-style-type: none"> • Deletion of the requirement for agri-food sector bodies to demonstrate their representativeness by the means of membership • Amendment of the 'continuation rule' 	Article 1 <ul style="list-style-type: none"> • Introduction of the requirement to ensure the absence of conflict of interests during the preparation of a proposal and the implementation of the programme Article 2 (applies only to simple programmes) <ul style="list-style-type: none"> • Introduction of the requirement to inform the member states about the measures taken to ensure best value for money and the absence of conflict of interests 	Article 4 (applies only to simple programmes) <ul style="list-style-type: none"> • For lump sums, determination of criteria for costs to be eligible for Union funding • The call for proposals shall specify which form of grant is considered as eligible for Union funding • Defines the methods for establishing the amounts of lump sums



The revised continuation rule (Article 1, paragraph 4) introduces restrictions on receiving support for more than two information and promotion programs for the same product or scheme in the same target country.

However, organizations can apply for new support if:

- The new application is submitted after the previous programs end.
- The new program starts at least 12 months after the previous ones end.

Article 1, par. 4 also provides for **exceptions** to the continuation rules for programs aimed at restoring normal market conditions.

It also clarifies some definitions:

- Programs are "*parallel*" if they overlap in implementation.
- Programs are "*consecutive*" if the second starts within 12 months of the first program's end.

ANNUAL WORK PROGRAMME 2025

[Commission implementing decision – Work programme for 2025](#)

ELIGIBILITY CRITERIA

NEW

WHO CAN PARTICIPATE?

UPDATED

- **Trade and inter-trade organisations** representative of the sector concerned at MS level;
- Trade or inter-trade organisations representative **at EU level**
- **Producers' organisations or associations of producer organisations** recognised by the Member State.
- **Producers' groups** within the meaning of Reg. 2024/1143 (Geographical Indications).
- **Agri-food bodies** with a mission of public interest in charge of promotion of agricultural products (example: Chambers of Agriculture, etc...).

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

Figure 1. 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% 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** (Reg 1308/2013, No 1379/2013)
- **GI producer groups** (former Reg. 1151/2012, now Reg. 2024/1143) shall be deemed to be **representative**:
 - (i) where it accounts for at least **50 % of the volume or value of marketable production** of the product(s) with registered denomination

Flexibility for lower thresholds (under 50%) is allowed if specific circumstances justify treating the organisation as being representative.

- Producer organisations or associations of producer organisations recognised by the MS (articles 152 and 156 of Reg. (EU) 1308/2013)
- For **agri-food sector bodies** cumulative conditions need to be fulfilled:
 - (i) It is an agri-food sector body
 - (ii) Its objective is to provide information on, and to promote, agricultural products
 - (iii) It has been entrusted, by the Member State concerned, with a clearly defined public service mission in this area

- (iv) It has been legally established in the Member State in question at least two years prior to the date of the call for proposals

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**.

To find out if your organisation is eligible to apply for Promotion calls for proposals, **run an eligibility check here:** [Eligibility checker](#)

WHICH ARE THE ELIGIBLE ACTIVITIES?

NEW

- Management of project
- Public relations (PR activities, Press events)
- Website, social media (Website setup, updating, maintenance, Social media accounts setup, regular posting, Other - mobile apps, e-learning platforms, webinars, etc.)
- Advertising (Print, TV, Radio, Online, Outdoor, Cinema)
- Communication tools (Publications, media kits, promotional merchandise, Promotional videos)
- 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)
- Point-of-sale (POS) promotion (Tasting days, Other: promotion in retailers' publications, POS advertising)

More information on eligibility are available [here](#).

WHAT ARE THE ELIGIBLE 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.

WHAT ARE THE ELIGIBLE 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.

Click [here](#) to know more on eligible products.

[Commission Implementing Decision of 12.12.2024](#) on the adoption of the work programme for **2025** 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** adapts each year the basic framework to the needs of sector taking into account market opportunities and changing priorities. 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 2025 was adopted on 12 December 2024. A total of **€ 132 million** will be available, **split between €92 million for simple programmes and €40 million for multi programmes**.

The 2025 annual work programme is the first since the Political guidelines for the next Commission 2024-2029, and, as such, it duly takes into account the overarching **objectives of sustainability and competitiveness, as well as food security**. Moreover, the programme contributes to the Common Agricultural Policy (CAP) as well as to the European Green Deal and Europe's Beating Cancer Plan. 2025 AWP keeps insisting, as in the previous campaigns, on encouraging sustainable practices in EU agriculture, advancing animal welfare and promoting the consumption of fresh fruit and vegetables in the context of balanced diets.

Increasing the awareness of EU's quality schemes and products registered as PDO, PGI and TSG, remains a priority with an earmarked total budget of €17.1 million, with a **€ 2 million increase in the budget envelope dedicated to promotion of EU Quality schemes in the internal market**, (from € 7 million to € 9 million compared to 2024 AWP).

As regards **campaigns in countries outside the EU**, the AWP identifies regions and countries with high growth potential outside the EU as main promotion target markets. These include China, Japan, South Korea, Singapore and North America. The United Kingdom remains one of the main export markets for EU agri-food products, absorbing more than 20% of EU agri-food exports.

The work programme 2025 establishes the following **priorities** for simple and multi programmes ([see figure 2](#) for budget allocation for each priority):

Internal market

SIMPLE

1. **AGRIP-SIMPLE-2025-IM-EU QS*** (Topic 1)
Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes as defined in Article 5(4)(a) and (c) of Regulation (EU) No 1144/2014
2. **AGRIP-SIMPLE-2025-IM-ORGANIC** (Topic 2)
Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on organic production method as defined in Article 5(4)(b) of Regulation (EU) No 1144/2014
3. **AGRIP-SIMPLE-2025-IM-SUSTAINABLE** (Topic 3)
Programmes increasing the awareness of Union sustainable agriculture and animal welfare
4. **AGRIP-SIMPLE-2025-IM-FRESH FRUITS AND VEGETABLES** (Topic 4)
Information provision and promotion programmes aiming at increasing the consumption of fresh fruit and vegetables in the internal market in the context of balanced and proper dietary practices

5. AGRIP-SIMPLE-2025-IM-CHARACTERISTICS (Topic 5)

Information provision and promotion programmes aiming at highlighting the specific features of agricultural methods in the Union and the characteristics of European agricultural and food products, and quality schemes defined in Article 5(4)(d) of Regulation (EU) No 1144/2014

Third country markets

6. AGRIP-SIMPLE-2025-TC-ASIA (Topic 6)

Information provision and promotion programmes targeting one or more of the following countries: China (including Hong Kong and Macao), Japan, South Korea, Taiwan, South-eastern Asia or Southern Asia

7. AGRIP-SIMPLE-2025-TC-AMERICAS (Topic 7)

Information provision and promotion programmes targeting one or more of the following countries: Canada, USA or Mexico

8. AGRIP-SIMPLE-2025-TC-OTHERS (Topic 8)

Information provision and promotion programmes targeting other geographical areas

9. AGRIP-SIMPLE-2025-TC-ORGANIC OR SUSTAINABLE (Topic 9)

Information provision and promotion programmes concerning the organic products under Union quality scheme defined in Article 5(4)(b) of Regulation (EU) No 1144/2014 in any third country/ies or Information provision and promotion programmes aiming at increasing the awareness of Union sustainable agriculture and animal welfare in any third country/ies.

Market disturbance/additional call for proposals

Internal market

MULTI

1. AGRIP-MULTI-2025-IM (Topic 1)

Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes mentioned in Article 5(4)(a) and (c) of Regulation (EU) No 1144/2014

2. AGRIP-MULTI-2025-IM-ORGANIC (Topic 2)

Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on organic production method as defined in Article 5(4)(b) of Regulation (EU) No 1144/2014

3. AGRIP-MULTI-2025-IM-SUSTAINABLE (Topic 3)

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

4. AGRIP-MULTI-2025-IM-FRESH FRUIT AND VEGETABLES (Topic 4)

Information provision and promotion programmes aiming at increasing the consumption of fresh fruit and vegetables in the internal market in the context of balanced and proper dietary practices

Third country markets

5. AGRIP-MULTI-2025-TC-ALL (Topic 5)

Information provision and promotion programmes targeting any third country(ies)

6. AGRIP-MULTI-2025-TC-ORGANIC OR SUSTAINABLE (Topic 6)

Information provision and promotion programmes concerning the organic products under Union quality scheme defined in Article 5(4)(b) of Regulation (EU) No 1144/2014 in any third country/ies or Information provision and promotion programmes increasing the awareness of Union sustainable agriculture and animal welfare in any third country/ies

Market disturbance/additional call for proposals

Figure 2. Priorities for information and promotion actions for simple and multi programmes in work programme 2025.

CALLS FOR PROPOSALS 2025

UPDATED

[See the virtual Infoday presentations on call for proposals 2025.](#)

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.

The calls for proposals 2025 were published on **January 22nd**. **The closing deadline for submission of project proposals is April 23rd, 2025, 17:00 CET (Brussels).**

[Click here to see the list of all 9 calls for proposal for simple programmes.](#)

[Calls for proposal simple programmes](#) (EN); [programme guide](#) (EN) and [submission guide for AGRIP simple programmes](#) (EN). Versions in other EU languages of these three documents are available in the section “**Topic conditions and documents**” of each topic call.

[Click here to see the list of all 6 calls for proposal for multi programmes.](#)

[Call for proposal multi programmes](#) (EN) and [programme guide](#) (EN)

BUDGET AND CO-FUNDING

UPDATED

The overall amount for information and promotion programmes to be awarded in 2025 amounts to **€ 132 million**. This amount is split between simple programmes (€92 million) and multi programmes (€40 million) and is allocated as follow according to several priorities:

Simple Programmes

SIMPLE PROGRAMMES	2024	2025
TOTAL	92	92
Simple programmes in the Internal market	41,1	39,1
AGRIP-SIMPLE-2025-IM-CHARACTERISTICS	5	5
AGRIP-SIMPLE-2025-IM-EU-QS	7	9
AGRIP-SIMPLE-2025-IM-FRESH-FV	9,1	9,1
AGRIP-SIMPLE-2025-IM-ORGANIC	14	10
AGRIP-SIMPLE-2025-IM-SUSTAINABLE	6	6
Simple programmes in Third Countries	45,9	47,9
AGRIP-SIMPLE-2025-TC-AMERICAS	9,3	9,3
AGRIP-SIMPLE-2025-TC-ASIA	16,3	16,3
AGRIP-SIMPLE-2025-TC-OTHERS	15,3	17,3
AGRIP-SIMPLE-2025-TC-ORG-SUST	5	5
Simple programmes for market disturbance/additional call for proposals	5	5

The data is in million EUR
 AGRIP = promotion of agricultural products
 SIMPLE = simple programme
 IM = Internal Market, TC = Third Country



Multi Programmes

MULTI PROGRAMMES	2024	2025
TOTAL	84,4	40
Multi programmes in the internal market	40,2	19.5
AGRI-MULTI-2025-IM	4,2	3.1
AGRI-MULTI-2025-IM-FRESH-FV	9	3.6
AGRI-MULTI-2025-IM-ORGANIC	13	5.4
AGRI-MULTI-2025-IM-SUSTAINABLE	14	7.4
Multi programmes in third countries	39,2	15.5
AGRI-MULTI-2025-TC-ALL	29,2	12.5
AGRI-MULTI-2025-TC-ORG-SUST	10	3
Multi programmes for market disturbance/additional call for proposals	5	5

The data is in million EUR
 MULTI = multi programme
 IM = Internal Market , TC = Third Country



Figure 3. The Annual Work Programme for 2025. Indicative repartition of budget and priorities for co-financed 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%
<i>5% top-up For Proposing organisations from MS under financial assistance</i>	75%	85%	85%
<i>Case of serious market disturbance (simple programme)</i>	85%		85%

Figure 4. 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 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.

ADDITIONAL INFORMATION ON AWARD CRITERIA

Each proposal will be assessed according to the criteria and sub criteria set out in the Annex I of the Programme guide. Under the **Relevance** criteria, **the following point will be taken into account in the assessment of the quality of the proposals:**

*(b) Contribution of the proposed information provision and promotion project in respect of the **objectives of the climate and environmental ambition of the CAP, the European Green Deal**, in particular concerning **sustainability of production and consumption***.*

For every project presented under each topic, there will be an assessment of its effective contribution to the climate and environmental ambition of the CAP, in particular concerning sustainability of production and consumption (Green Deal). **As concerns projects implemented in the internal market, it will be assessed if they are aligned with the Food-Based Dietary Guidelines (FBDG) of the target Member State.**

*using as a reference the Food and Agriculture Organization of the United Nations (FAO)'s definition of sustainable agriculture.

HOW TO PREPARE AND SUBMIT YOUR PROPOSAL?

UPDATED

Proposals can only be submitted electronically via the [EU Funding and Tenders Portal](#). The submission guide and all necessary documents can be found on the Funding and Tenders Portal.

RELEVANT DOCUMENTS

UPDATED

1. [Work programme for 2025](#) and [annexes](#)
2. Regulation call for proposal for [simple](#) and [multi](#) programme
3. [Programme guide for simple and multi programmes](#)
4. [Model grant agreement for mono and multi beneficiary grants \(SIMPLE\)](#)
5. [Model grant agreement for mono and multi beneficiary grants \(MULTI\)](#)
6. [How to apply - REA](#) (at the end of the page you will find other useful links under the title "Further advice for applicants")
7. [FAQ](#) – Funding and Tenders Portal

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

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

[Click here for more useful documents](#)

LANGUAGE OF SUBMISSION

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 REA, applicants are encouraged to submit their proposal in English to facilitate processing of the application.
- For **simple programmes**, selected by REA 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.

CONTACTS

UPDATED

IT HELPDESK AND REA

For questions on the online submission tools, you can contact the [IT helpdesk](#) via the [Funding and Tenders Portal](#).

For non-IT related questions, a helpdesk at the REA is available at the following e-mail address: Rea-agri-calls@ec.europa.eu

[F&T PORTAL FAQ](#) – Submission of proposals

COMPETENT AUTHORITIES IN MEMBER STATES

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.

REA PROMOTION PORTAL

REA has created a portal entirely dedicated to promotion policy: https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products-0_en

On the portal, you can find [market statistics](#), [information](#) and [partner search tools and networks](#) can help you find project partners. All this information is also available at [Enjoy it's from Europe Portal](#).

Consult [REA's website](#) to find out more about the **available support tools** for applicants.

OTHER USEFUL LINKS

UPDATED

[Commission website](#)

[REA website](#)

[Enjoy it's from Europe Portal](#)

[Infoday 2025 presentations](#)

[FAQ](#) – Funding and Tenders Portal

[How to apply](#) – REA