Promotion of agricultural products

Annual Work Programme 2024

National Info-Day in Czechia

19 March 2024

European Commission
Directorate-General for Agriculture and Rural Development

Content – PART I

- Promotion policy - Legal basis
- What is a promotion programme?
- What is an Annual Work Programme?
- Annual Work Programme 2024

Policy context (objectives)

The EU agri-food promotion policy was designed to support the competitiveness of the EU agricultural sector by promoting EU products and quality schemes on the internal market and in non-EU countries.

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Promotion policy – Legal basis

Basic act

- Regulation (EU) No 1144/2014
- In force since 1° December 2015

Delegated and implementing acts

- Commission Delegated Regulation (EU) 1829/2015
- Commission Implementing Regulation (EU) 1831/2015

Annually

- Annual work programme
- Calls for proposals for SIMPLE and MULTI
- 2024 calls published on 18/1/2024 on the Funding and Tenders portal

PROMOTE EUROPE'S HIGH-QUALITY FOOD STANDARDS WORLDWIDE

PROMOTION POLICY

€ 185.9 Mio Budget

95% Promotion programmes

5 % Own initiative activities

PROMOTION PROGRAMMES

TARGET MARKET

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

BENEFICIARIES

- Trade or inter-trade organisations representative of the sector(s)
- Groups of producers and processors active in quality schemes.
- Producer organisations or associations of producer organisations
- Agri-food bodies: mission of public interest for promotion

TYPE

SIMPLE programmes
from one or more proposing organisation from the same MS

MULTI programmes
several proposing organisations from several MS and/or EU level organisations

For programmes in case of **serious market disturbance**

CO-FINANCING RATE

In the EU: 70%

Outside The EU: 80%

80%

85%

ELIGIBLE PRODUCTS AND SCHEMES

EU and national quality schemes

Wine associated with (an)other product

Spirits drinks with geographical indication

All agricultural products, of annex I to the TFEU excluding tobacco. Certain transformed products: beer, chocolate, pasta...

Fisheries associated with (an)other product

OWN INITIATIVE ACTIVITIES

- High Level Missions of Commissioner with senior representatives of EU agri food sector
- Sustained communication campaigns
- Seminars
- Pavilions at Trade fairs

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What is a promotion programme?

- Programme shall consist of a **coherent set of operations** (Public relations, advertising, PoS promotion, events and fairs, etc.) and shall be implemented over a period of at least one but not more than three years.
    - It could be a B2B and/or B2C campaign.
    - **Cofinancing rates** 70% to 80%

⚠ **No permanent support** : A proposing organisation shall **not receive support** for information and promotion programmes on the same product or scheme, carried out in the same target market on **more than two consecutive occasions**.

EU promotion policy – types of action

Information and promotion programmes :

- ✓ 1 to 3 years
- ✓ Submitted by proposing organisations (PO)
- ✓ **SIMPLE programmes** : one or more PO from the same MS
- ✓ **MULTI programmes** : several POs from several MS + EU organisations

Commission initiatives :

- ✓ Information and promotion measures :
  - ❖ High-level missions
  - ❖ Participation in trade fairs
  - ❖ Own campaigns
- ✓ Technical support services

What is an Annual Work Programme ?

- is the legal basis for financing promotion measures
- sets out the priorities and the corresponding budgets
- includes arrangements for market disturbance

ANNUAL WORK PROGRAMME (AWP) Budget 2024

Available budget for 2024 AWP is **EUR 185.9 million** in total (the same as in 2023)

Out of which:

- EUR 92 million for "simple" promotion programmes
- EUR 84,4 million for "multi" promotion programmes
- EUR 9.5 million for Commission's own initiatives (same as in 2023)

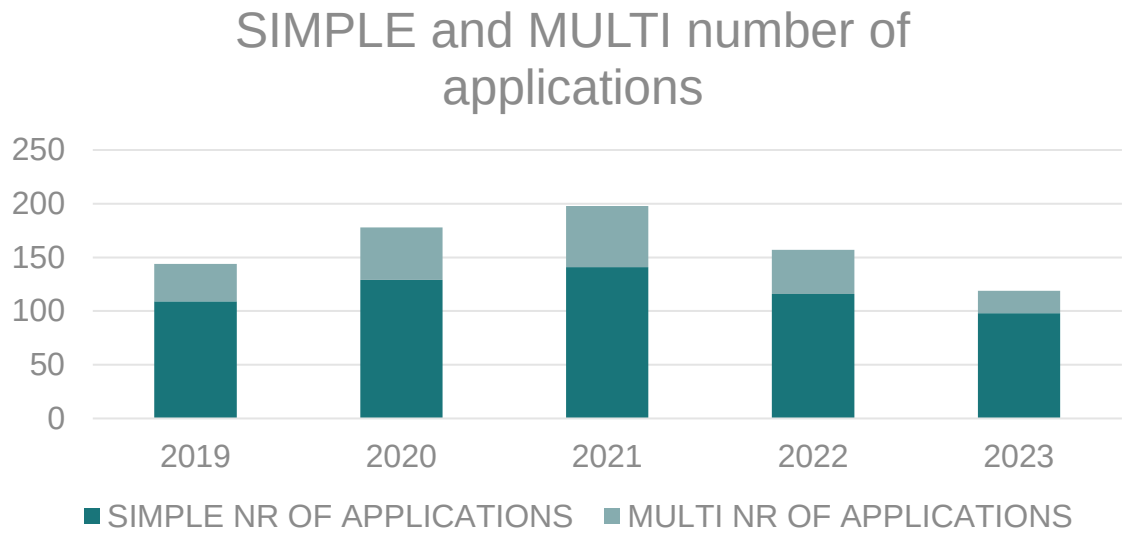
AWP 2024 - Budget simple programmes

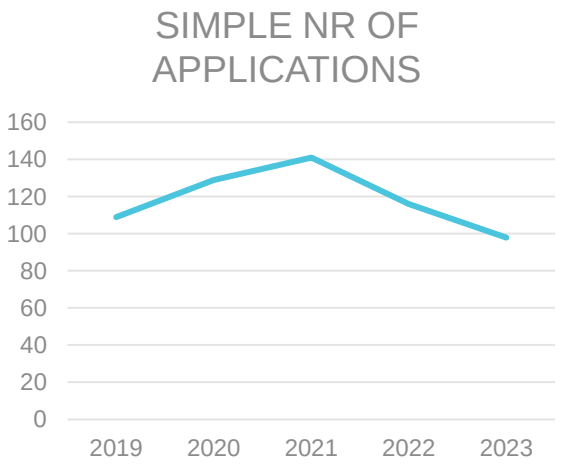
SIMPLE PROGRAMMES	2023	2024
	89	**92**
Simple programmes in the Internal market	*41,1*	41,1
INTERNAL MARKET-CHARACTERISTICS	*5*	5
INTERNAL MARKET-EU-QUALITY SCHEMES	*7*	7
INTERNAL MARKET-FRESH-FRUIT AND VEGETABLES	*9,1*	9,1
INTERNAL MARKET-ORGANIC	*14*	14
INTERNAL MARKET-SUSTAINABLE	*6*	6
Simple programmes in Third Countries	*42,9*	45,9
THIRD COUNTRIES-AMERICAS	*9,3*	9,3
THIRD COUNTRIES-ASIA	*16,3*	16,3
THIRD COUNTRIES-OTHERS	*12,3*	15,3
THIRD COUNTRIES-ORGANIC-SUSTAINABLE	*5*	5
Simple programmes for market disturbance/additional call for proposals	*5*	**5**

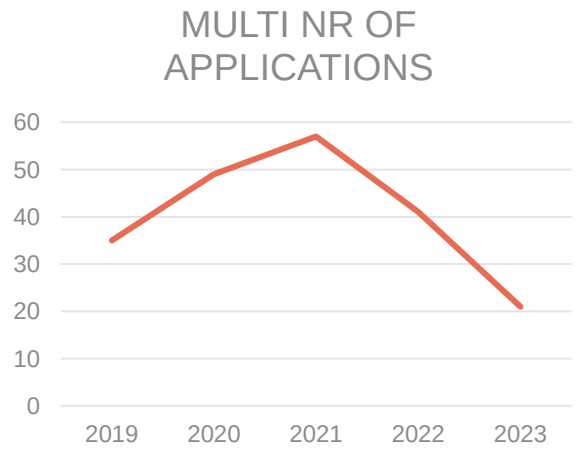
AWP 2024 - Budget multi programmes

MULTI PROGRAMMES	2023	2024
	87,4	**84,4**
Multi programmes in the internal market	*42,2*	**40,2**
INTERNAL MARKET	*4,2*	4,2
INTERNAL MARKET-FRESH-FRUIT AND VEGETABLES	*10*	9
INTERNAL MARKET-ORGANIC	*14*	13
INTERNAL MARKET-SUSTAINABLE	*14*	14
Multi programmes in third countries	*40,2*	**39,2**
THIRD COUNTRIES-ALL	29,2	29,2
THIRD COUNTRIES-ORGANIC-SUSTAINABLE	11	10
Multi programmes for market disturbance/additional call for proposals	*5*	**5**

Overall evolution of the annual AGRIP Call applications since 2019







Inflection point starting the decline in overall number of applications from 2021.

Decline more accentuated in applications for MULTI programmes than SIMPLE programmes. But both are declining.

Between 2019 and 2023:

- Total Number of applications 144 to 119 (- 17.4%)
- SIMPLE nr of applications 109 to 98 (- 10.1%)
- MULTI nr of applications 35 to 21 (- 40%)

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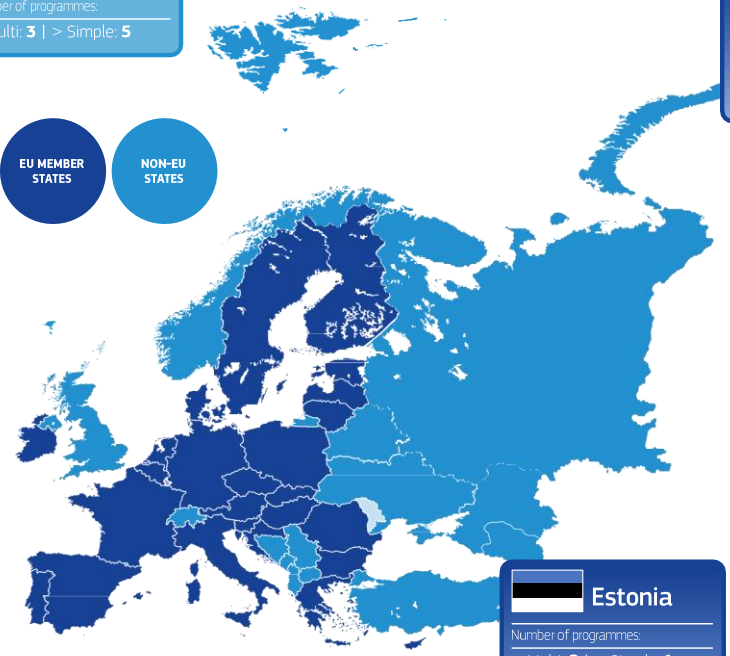
2016-2022 STATISTICS ON CO-FINANCED PROMOTION PROGRAMMES

The information in this factsheet presents various statistics for projects on promotion of agricultural products funded in the period of 2016-2022. Campaigns are run by eligible applicants, as described in the legal base under the promotion policy, and are co-financed by the EU. For more information we invite you to consult the Campaigns map.

Number of approved programmes 2016-2022	Product/sector
141	Fruit (fresh or dried)
129	Cheese
102	Vegetables (fresh, chilled and dried) excluding sweetcorn
87	Dairy products (excl. Cheese)
86	Preparations of vegetables, fruit or nuts (incl. table olives)
78	Wine, cidre and vinegar
68	Meat preparations
61	Pork meat (fresh, chilled and frozen)
55	Bovine meat (fresh, chilled and frozen)
52	Olive oil
46	Other eligible products
44	Cereals
42	Poultry meat (fresh, chilled and frozen)
35	Bread, pastry, cakes, confectionery, biscuits and other baker's wares
30	Honey and beekeeping products
28	Sheep and goat meat (fresh, chilled and frozen)
26	Eggs
24	Spirits, liqueurs and vermouth
21	Pasta
16	Vegetable oils other than olive oils
16	Beverages made from plant extracts
16	Fishery and aquaculture products
16	Chocolate and derived products
14	Beer
12	Cut flowers and plants, bulbs, roots and live plants
11	Coffee and tea
7	Sweetcorn
7	Oilseeds, other than soyabeans
6	Mustard paste
6	Salt
6	Sugar
3	Pet food
3	Natural gums and resins
3	Live animals
2	Cotton
2	Flax and hemp

EUROPE



Sweden
Number of programmes:
> Multi: **10** | > Simple: **12**
Funding for approved 2016-2022
> Multi: **22 651 202 €**
> Simple: **23 042 967 €**

Finland
Number of programmes:
> Multi: **1** | > Simple: **1**
Funding for approved 2016-2022
> Multi: **3 624 401 €**
> Simple: **968 567 €**

Norway
Number of programmes:
> Multi: **3** | > Simple: **5**

Luxembourg
Number of programmes:
> Multi: **0** | > Simple: **1**
Funding for approved 2016-2022
> Simple: **427 781 €**

Lithuania
Number of programmes:
> Multi: **2** | > Simple: **1**
Funding for approved 2016-2022
> Multi: **4 689 549 €**
> Simple: **1 721 985 €**

Russia
Number of programmes:
> Multi: **1** | > Simple: **8**

Germany
Number of programmes:
> Multi: **51** | > Simple: **67**
Funding for approved 2016-2022
> Multi: **143 680 915 €**
> Simple: **112 443 514 €**

Denmark
Number of programmes:
> Multi: **14** | > Simple: **10**
Funding for approved 2016-2022
> Multi: **49 619 332 €**
> Simple: **14 729 555 €**

Netherlands
Number of programmes:
> Multi: **15** | > Simple: **12**
Funding for approved 2016-2022
> Multi: **54 957 968 €**
> Simple: **28 037 338 €**

Latvia
Number of programmes:
> Multi: **2** | > Simple: **2**
Funding for approved 2016-2022
> Multi: **4 689 549 €**
> Simple: **1 991 177 €**

Croatia
Number of programmes:
> Multi: **2** | > Simple: **3**
> Multi: **4 205 296 €**
> Simple: **533 730€**

Albania
Number of programmes:
> Multi: **0** | > Simple: **1**

Bosnia and Herzegovina
Number of programmes:
> Multi: **0** | > Simple: **1**

Switzerland
Number of programmes:
> Multi: **3** | > Simple: **6**

France
Number of programmes:
> Multi: **54** | > Simple: **43**
Funding for approved 2016-2022
> Multi: **175 501 880 €**
> Simple: **69 035 349 €**

Poland
Number of programmes:
> Multi: **18** | > Simple: **6**
Funding for approved 2016-2022
> Multi: **48 700 867 €**
> Simple: **8 038 258 €**

Romania
Number of programmes:
> Multi: **7** | > Simple: **3**
Funding for approved 2016-2022
> Multi: **8 334 228 €**
> Simple: **2 631 486 €**

Turkey
Number of programmes:
> Multi: **0** | > Simple: **1**

UK
Number of programmes:
> Multi: **13** | > Simple: **22**
Funding for approved 2016-2022
> Multi: **44 367 432 €**
> Simple: **42 558 614 €**

Belgium
Number of programmes:
> Multi: **31** | > Simple: **19**
Funding for approved 2016-2022
> Multi: **95 595 758 €**
> Simple: **32 288 069 €**

Austria
Number of programmes:
> Multi: **6** | > Simple: **11**
Funding for approved 2016-2022
> Multi: **11 408 699 €**
> Simple: **12 796 311 €**

Estonia
Number of programmes:
> Multi: **2** | > Simple: **1**
Funding for approved 2016-2022
> Multi: **4 689 549 €**
> Simple: **269 192 €**

Bulgaria
Number of programmes:
> Multi: **7** | > Simple: **1**
Funding for approved 2016-2022
> Multi: **11 930 775 €**
> Simple: **427 315 €**

Slovakia
Number of programmes:
> Multi: **2** | > Simple: **2**
Funding for approved 2016-2022
> Simple: **1 813 950 €**
> Simple: **2 098 726 €**

Belarus
Number of programmes:
> Multi: **1** | > Simple: **4**

Ukraine
Number of programmes:
> Multi: **1** | > Simple: **6**

Ireland
Number of programmes:
> Multi: **12** | > Simple: **1**
Funding for approved 2016-2022
> Multi: **51 099 548 €**
> Simple: **1 417 500 €**

Spain
Number of programmes:
> Multi: **27** | > Simple: **32**
Funding for approved 2016-2022
> Multi: **75 669 118 €**
> Simple: **58 559 989 €**

Cyprus
Number of programmes:
> Multi: **1** | > Simple: **2**
Funding for approved 2016-2022
> Multi: **642 306 €**
> Simple: **934 068 €**

Italy
Number of programmes:
> Multi: **27** | > Simple: **41**
Funding for approved 2016-2022
> Multi: **85 997 485 €**
> Simple: **57 934 534 €**

Greece
Number of programmes:
> Multi: **12** | > Simple: **12**
Funding for approved 2016-2022
> Multi: **28 863 308 €**
> Simple: **14 092 121 €**

Hungary
Number of programmes:
> Multi: **12** | > Simple: **1**
Funding for approved 2016-2022
> Multi: **36 691 905 €**
> Simple: **321 998 €**

Czechia
Number of programmes:
> Multi: **5** | > Simple: **6**
Funding for approved 2016-2022
> Multi: **10 716 765 €**
> Simple: **8 806 240 €**

Slovenia
Number of programmes:
> Multi: **0** | > Simple: **11**
Funding for approved 2016-2022
> Simple: **4 413 962 €**

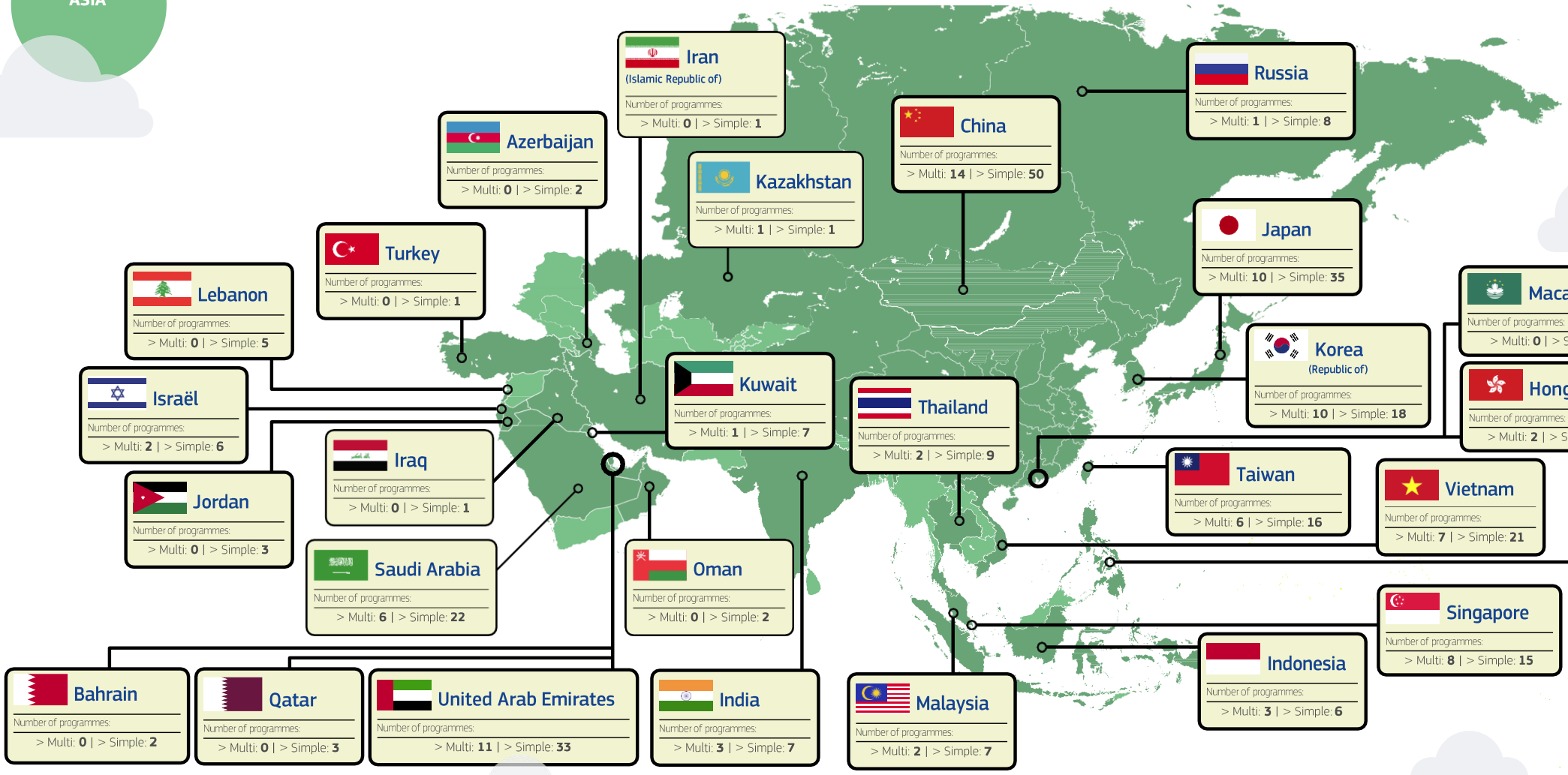
Montenegro
Number of programmes:
> Multi: **0** | > Simple: **1**

Serbia
Number of programmes:
> Multi: **1** | > Simple: **5**

Portugal
Number of programmes:
> Multi: **11** | > Simple: **2**
Funding for approved 2016-2022
> Multi: **31 829 062 €**
> Simple: **2 097 523 €**

North Macedonia
Number of programmes:
> Multi: **0** | > Simple: **1**

ASIA



Iran (Islamic Republic of)
Number of programmes:
> Multi: **0** | > Simple: **1**

Azerbaijan
Number of programmes:
> Multi: **0** | > Simple: **2**

Kazakhstan
Number of programmes:
> Multi: **1** | > Simple: **1**

China
Number of programmes:
> Multi: **14** | > Simple: **50**

Russia
Number of programmes:
> Multi: **1** | > Simple: **8**

Turkey
Number of programmes:
> Multi: **0** | > Simple: **1**

Japan
Number of programmes:
> Multi: **10** | > Simple: **35**

Lebanon
Number of programmes:
> Multi: **0** | > Simple: **5**

Macao
Number of programmes:
> Multi: **0** | > Simple: **1**

Israël
Number of programmes:
> Multi: **2** | > Simple: **6**

Kuwait
Number of programmes:
> Multi: **1** | > Simple: **7**

Thailand
Number of programmes:
> Multi: **2** | > Simple: **9**

Korea (Republic of)
Number of programmes:
> Multi: **10** | > Simple: **18**

Hong Kong
Number of programmes:
> Multi: **2** | > Simple: **21**

Iraq
Number of programmes:
> Multi: **0** | > Simple: **1**

Taiwan
Number of programmes:
> Multi: **6** | > Simple: **16**

Jordan
Number of programmes:
> Multi: **0** | > Simple: **3**

Vietnam
Number of programmes:
> Multi: **7** | > Simple: **21**

Saudi Arabia
Number of programmes:
> Multi: **6** | > Simple: **22**

Oman
Number of programmes:
> Multi: **0** | > Simple: **2**

Philippines
Number of programmes:
> Multi: **2** | > Simple: **8**

Singapore
Number of programmes:
> Multi: **8** | > Simple: **15**

Bahrain
Number of programmes:
> Multi: **0** | > Simple: **2**

Qatar
Number of programmes:
> Multi: **0** | > Simple: **3**

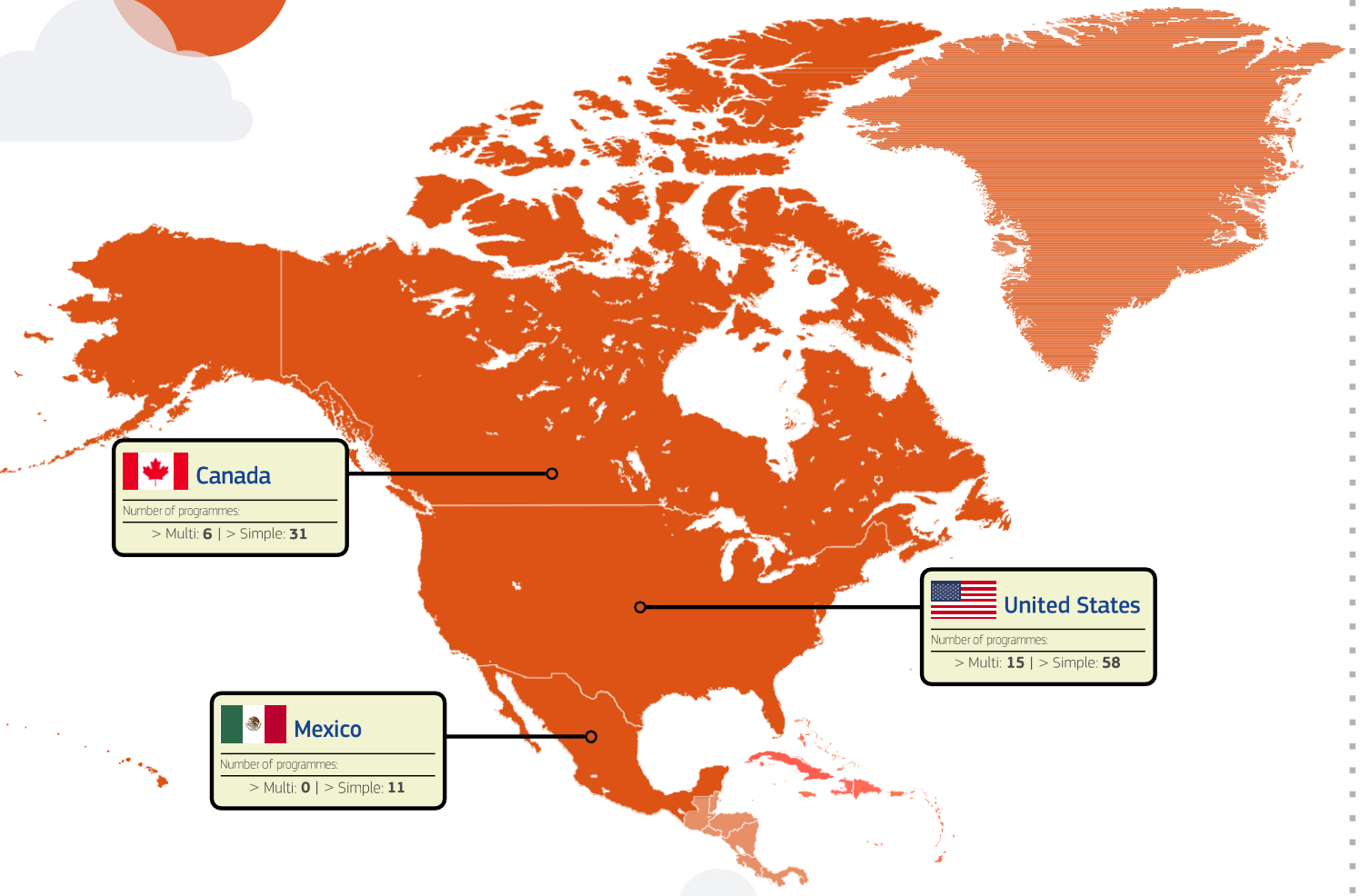
United Arab Emirates
Number of programmes:
> Multi: **11** | > Simple: **33**

India
Number of programmes:
> Multi: **3** | > Simple: **7**

Malaysia
Number of programmes:
> Multi: **2** | > Simple: **7**

Indonesia
Number of programmes:
> Multi: **3** | > Simple: **6**

NORTH AND CENTRAL AMERICA



Canada
Number of programmes:
> Multi: **6** | > Simple: **31**

United States
Number of programmes:
> Multi: **15** | > Simple: **58**

Mexico
Number of programmes:
> Multi: **0** | > Simple: **11**

SOUTH AMERICA

Colombia
Number of programmes:
> Multi: **0** | > Simple: **8**

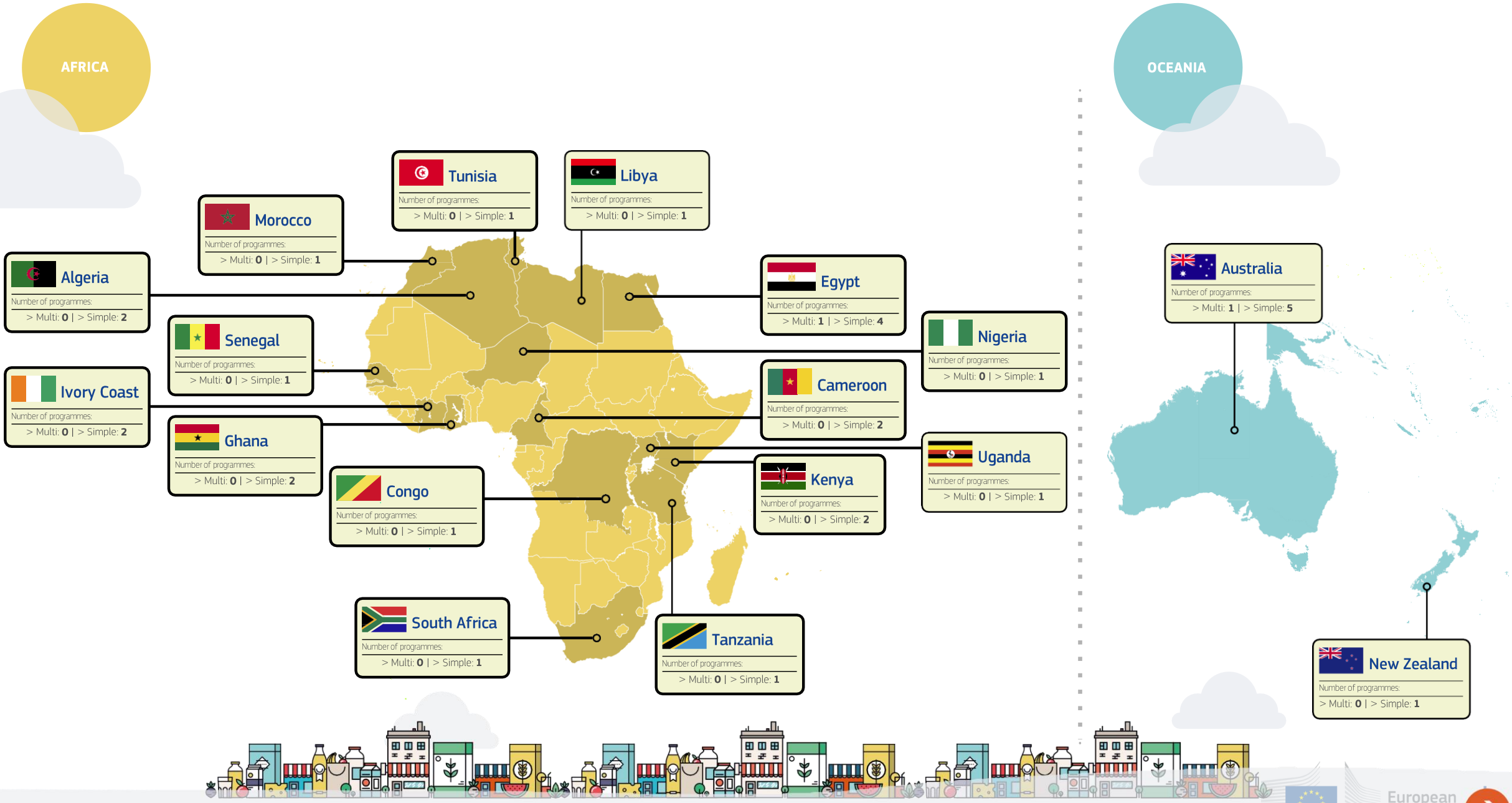
Ecuador
Number of programmes:
> Multi: **0** | > Simple: **3**

Peru
Number of programmes:
> Multi: **0** | > Simple: **2**

Brazil
Number of programmes:
> Multi: **1** | > Simple: **7**

Bolivia
Number of programmes:
> Multi: **0** | > Simple: **1**

Argentina
Number of programmes:
> Multi: **0** | > Simple: **1**


AFRICA
OCEANIA
Tunisia
Number of programmes:
> Multi: 0 | > Simple: 1
Libya
Number of programmes:
> Multi: 0 | > Simple: 1
Morocco
Number of programmes:
> Multi: 0 | > Simple: 1
Algeria
Number of programmes:
> Multi: 0 | > Simple: 2
Egypt
Number of programmes:
> Multi: 1 | > Simple: 4
Nigeria
Number of programmes:
> Multi: 0 | > Simple: 1
Senegal
Number of programmes:
> Multi: 0 | > Simple: 1
Cameroon
Number of programmes:
> Multi: 0 | > Simple: 2
Ivory Coast
Number of programmes:
> Multi: 0 | > Simple: 2
Uganda
Number of programmes:
> Multi: 0 | > Simple: 1
Ghana
Number of programmes:
> Multi: 0 | > Simple: 2
Kenya
Number of programmes:
> Multi: 0 | > Simple: 2
Congo
Number of programmes:
> Multi: 0 | > Simple: 1
South Africa
Number of programmes:
> Multi: 0 | > Simple: 1
Tanzania
Number of programmes:
> Multi: 0 | > Simple: 1
Australia
Number of programmes:
> Multi: 1 | > Simple: 5
New Zealand
Number of programmes:
> Multi: 0 | > Simple: 1

Geographical indications and TSG's from Czechia

TSG Pražská šunka

30 Food and agricultural products
13 Wines
5 Traditional Specialty Guaranteed

PDO Žatecký chmel

PGI Jihočeská Niva

PGI Olomoucké tvarůžky

PGI Valašský frgál

17 PDO's

Novosedelské Slámové víno
Znojmo
Morava
Čechy
Slovácká
Mikulovská
Mělnická
Znojemská
Velkopavlovická
Litoměřická
Šobes / Šobeské víno
Všestarská cibule
Pohořelický kapr
Český kmín
Žatecký chmel
Chamomilla bohemica
Nošovické kysané zelí

26 PGI's

Český modrý mák
moravské
české
Valašský frgál
Chelčicko - Lhenické ovoce
Jihočeská Niva
Karlovarské oplatky
Karlovarský suchar
Jihočeská Zlatá Niva
Černá Hora
Olomoucké tvarůžky
Karlovarské trojhránky
Březnický ležák
České pivo
Brněnské pivo / Starobrněnské pivo
Znojemské pivo
Hořické trubičky
Lomnické suchary
Mariánskolázeňské oplatky
Budějovické pivo
Budějovický měšťanský var
Českobudějovické pivo
Chodské pivo
Třeboňský kapr
Štramberské uši
Pardubický perník

5 TSG's

Pražská šunka
Tradiční Špekáčky
Spišské párky
Tradiční Lovecký salám
Liptovská saláma
Novosedelské Slámové víno

European Commission

Promotion programmes from CZ organisations

Since 2016: 2 SIMPLE promotion programmes implemented

1. Fresh fruit and vegetables, Year I of implementation,

Total cost: €1.025.400,
EC contribution: €717.780
Co-financing rate: 70%

2. „Born in the EU“: Implemented 2019-2022

Total cost: €1.060.000,
EC contribution: €742.000

Co financing rate: 70%

-

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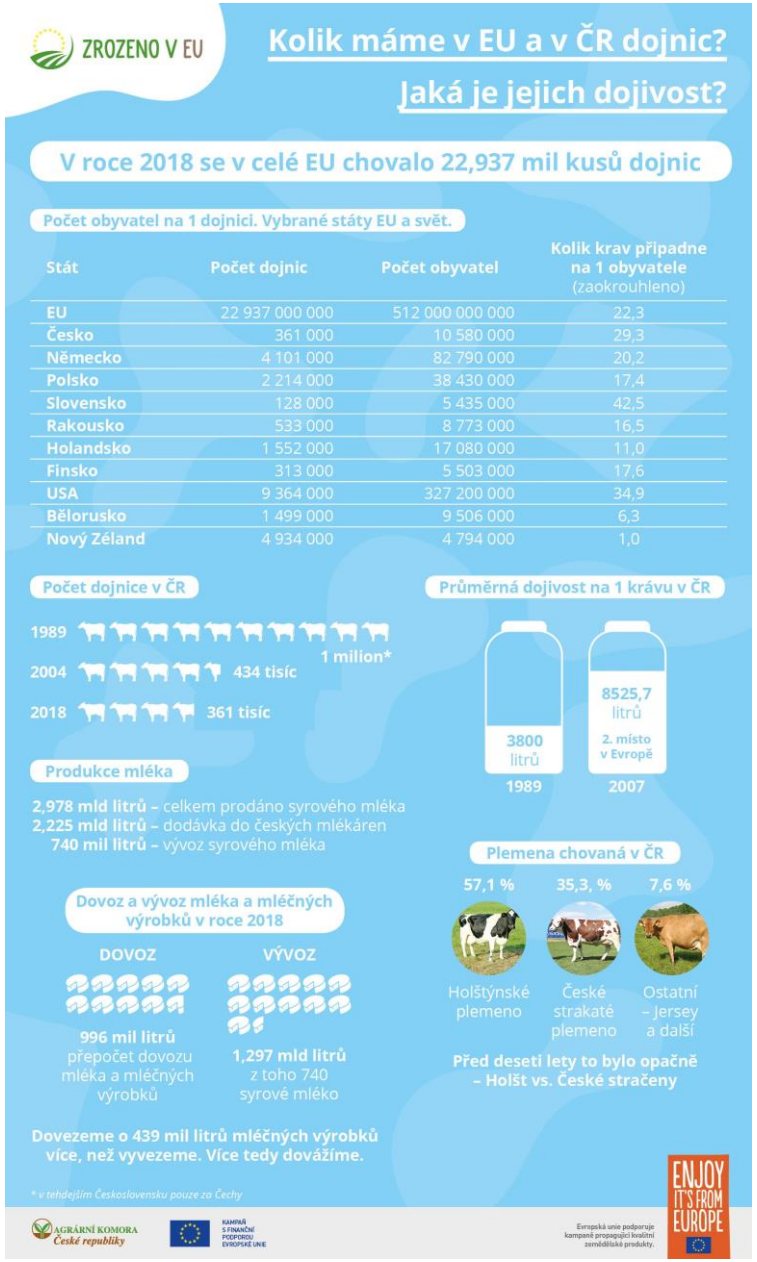
Promotion programme “Born in the EU”

Implementation:
4/2019 – 3/2022

Objective:
highlight specific features of agricultural (and) food products from the Union – focus on quality, taste, traditions and diversity of their production.
Target markets: Czechia and Slovakia

Total cost: 1.060.000 €
EC contribution: 742.000 €



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Examples of visuals of promotion programme “Born in the EU”

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Content – PART II

- Eligibility rules (activities, applicants, products & schemes, competitive procedure)
- How to apply
- Where to find information
- Q&A
- Annex: Evaluation – some hints

Eligibility and related aspects

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Eligible activities (Section 6 of Call for proposals)

1. Management of the project
2. Public relations (PR activities, media events)
3. Website, social media
4. Advertising (print, TV, radio, online, outdoor, cinema, etc)
5. Communication tools (publications, media kits, promotional merchandise, promotional videos)
6. 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)
7. Point-of-sale (POS) promotion (tasting days, other: promotion in retailers' publications, POS advertising)
8. Evaluation of results and impact

Eligible organisations (Reg. 1144/2014 Art. 7)

1. **Trade or inter-trade organisations** representative of the sector(s) concerned at **MS level**

2. **Trade or inter-trade organisations at EU level**

3. **Producer organisations** or associations of producer org. (PO – APO)

4. **Agri-food sector bodies** with public service mission in charge of promotion of agricultural products (example: Chambers of Agriculture)

Eligible organisations

- Must be **representative** of the sector or product(s) promoted (Art 1 of Delegated Regulation (EU) 2015/1829) – *fill Annex on representativeness*

- Trade or inter-trade organisations
  - Rule of 50 % of the volume or value of marketable production of the product/s or sector concerned in the MS or at EU level;
  - Recognised by the MS (Reg. 1308/2013)

- Groups GIs (Reg. 1151/2012):
  - Rule of 50 % of the volume or value of marketable production of the product(s) with registered denomination

Flexibility for lower thresholds <50%: if specific circumstances justify treating the organisation as being representative

Eligible organisations

- Producer organisation(s) recognised by the MS (Articles 152 and 156 of Reg. (EU) 1308/2013)

- Agri-food sector bodies

  Cumulative conditions need to be fulfilled:

  a. It is an agri-food sector body
  b. Its objective is to provide information on, and to promote, agricultural products
  c. It has been entrusted, by the Member State concerned, with a clearly defined public service mission in this area
  d. It has been legally established in the Member State in question at least two years prior to the date of the call for proposals
  e. It has representatives of the product(s) or sector concerned by the programme among its memberships - *Exception for programmes carried out in response to a loss of consumer confidence*

Eligible products and schemes

- ✓ All agricultural products listed in Annex I to TFEU covered excluding tobacco
- ✓ Open to certain processed products (beer, chocolate, pasta, sweet corn, cotton...) in Annex I to Reg. 1144/2014
- ✓ Spirits with a Protected Geographical Indication

- ✓ Wine:
  - ✓ Simple programmes = Basket approach
  - ✓ Multi programmes = Wine alone possible
  - ✓ On the internal market = Information on quality schemes or responsible consumption

- ✓ Fishery and aquaculture products : Basket approach

- ✓ Schemes : EU quality schemes (PDO/PGI/TSG, organic, RUP) national quality schemes

Rules concerning campaign messages

- ✓ Union message 
- ✓ In the internal market, for **schemes as referred to in Article 5(4)** of Regulation (EU) No 1144/2014 :
  - ✓ to focus on the(se) scheme(s) in its main Union message
  - ✓ one or several products can illustrate(s) the(se) scheme(s)
  - ✓ products shall appear as a secondary message in relation to the main Union Message


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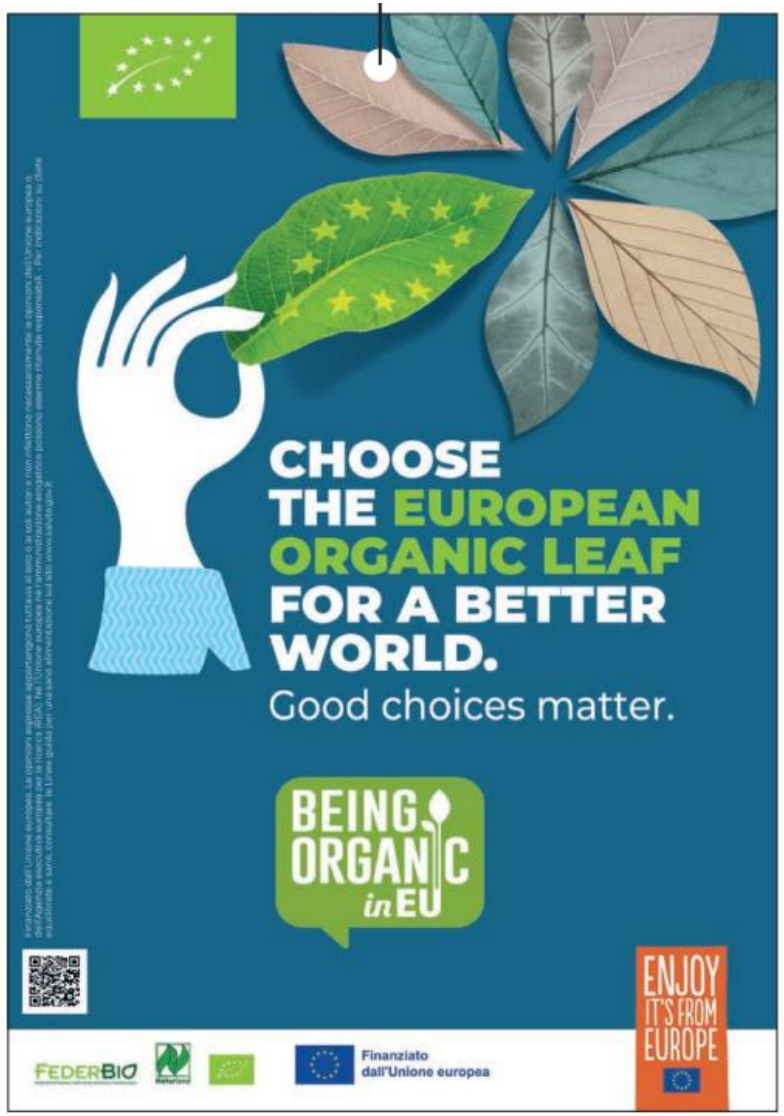
Examples of campaigns promoting EU quality schemes in the internal market



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Rules on competitive procedure

Legal context

- ✓ Competitive procedure for the selection of implementing bodies
  - For the simple programmes (article 13 Reg. 1144/2014): selection before the signature of the GA
  - For simple programmes: Implementing regulation requires Member States to **verify selection before signing the Grant Agreements**
- ✓ Delegated act defines competitive procedure as ensuring
  - **best value for money**, or lowest price, and
  - **absence of conflict of interest**.

- When the contracting authority is a "body governed by public law": rules on public procurement according Directive 2014/24/EU

Guidance on competitive procedure

Member States are required to establish the competitive procedure for the selection of implementing bodies in case of simple programmes by taking account that

- the procedure is proportionate to the economic importance;
- while the fundamental principles of the EU Treaty are observed.

The **competitive procedure** should consist of at least:

- the contract notice is published and adequately advertised;
- sufficient time for the receipt of tenders is provided;
- an objective and non-discriminatory evaluation of the tenders;
- the assessment of any possible conflict of interests.

'Quality' criteria of the activity that is to be subcontracted must be clearly defined.

Guidance note:
https://ec.europa.eu/chafea/agri/sites/chafea/files/agri-2016-61788-00-00_en.pdf

Guidance on competitive procedure (**MULTI**)

Not required to select the implementing/evaluation body prior to the submission of the proposal or grant signature.

It is the responsibility of the applicant to apply the general rule: **best value for money** (or lowest price) **and absence of conflict of interest** (art. 6.2 of the Grant Agreement).

The description of the selection procedure should be a part of the proposal (SIMPLE & MULTI).

In addition, if the project is selected, a specific subcontracting report deliverable has to be provided at months 3 at the latest.

Sources of information

- Commission website: policy-related information, Annual work programme, EC selection decisions
- REA website: implementation rules, results of past calls, campaign map, market entry handbooks, webinars
- Funding&Tenders (F&T) portal: calls for proposals, programme guide, model grant agreement, FAQ
- Info day held in Brussels on 31/01-1/02 2024, national info days
- Register for REA newsletter to stay informed

How to apply *?*

- Corporate guidance and templates
- Preparing the application: guidance documents
- Where to find information
- Final recommendations

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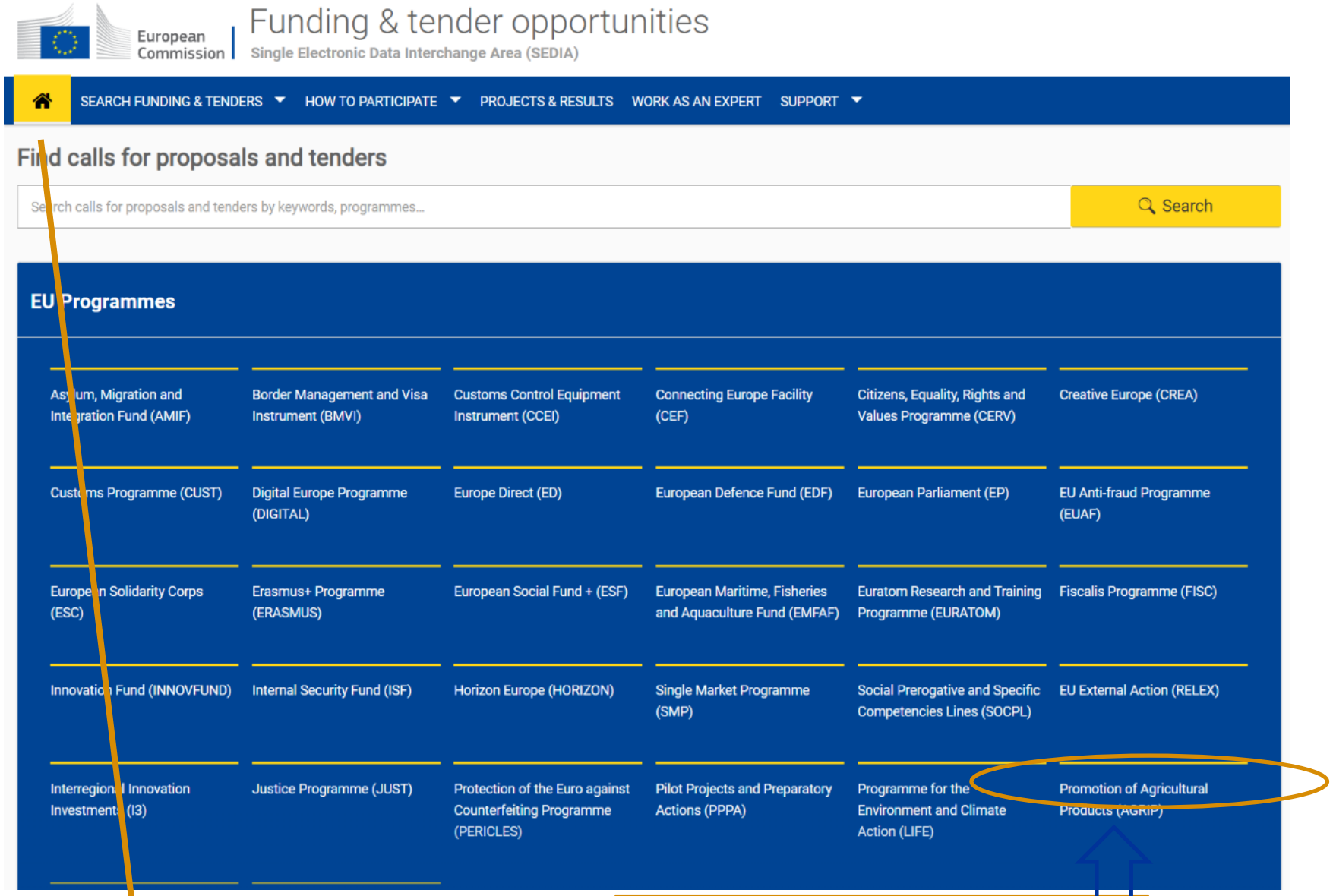


Funding opportunities 2021/2027

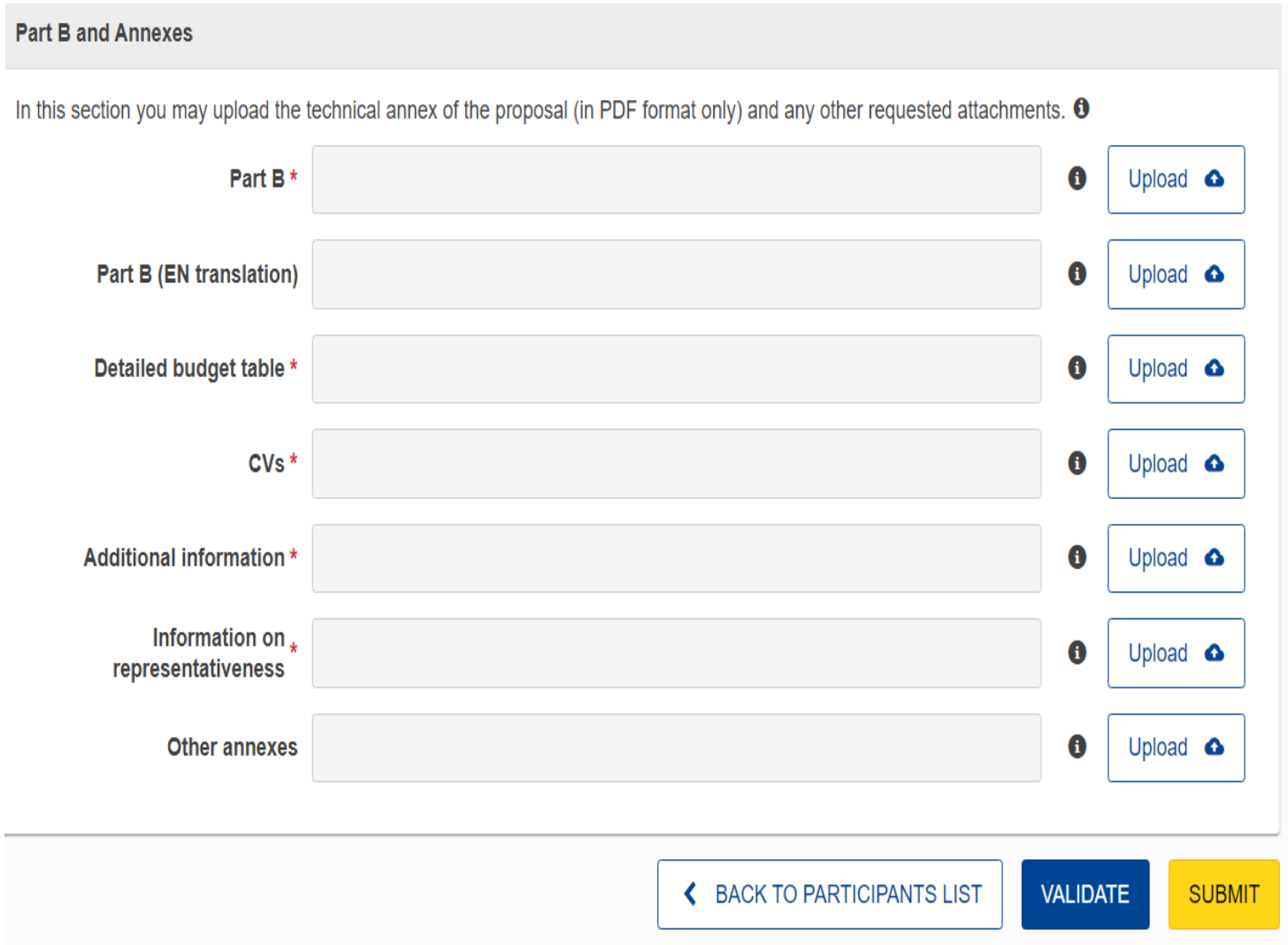
AGRIP
Promotion of Agri Products

European Commission

F& T Portal

Timetable and deadlines (indicative)	
Call opening:	18 January 2024
Deadline for submission:	14 May 2024 - 17:00:00 CET (Brussels)
Evaluation:	May-August 2024
Information on evaluation results:	November 2024
GA signature:	December 2024-February 2025

Tpl_Info on Representativeness (AGRIP MULTI and SIMPLE).rtf
Tpl_Detailed Budget Table (AGRIP MULTI and SIMPLE).xlsx
Tpl_Application Form (Part B) (AGRIP MULTI).rtf



Corporate guidance and templates

- Calls are published under the new MFF - multiannual financial framework.

- Model Grant Agreement (MGA), call text, guidance documents and submission templates are available in the F&T portal reference documents.

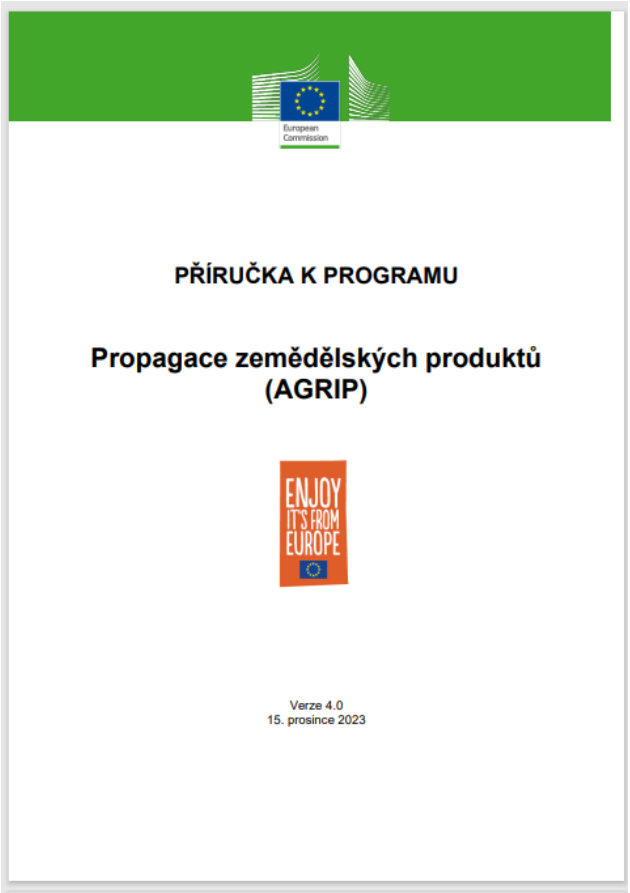
  - MGA Multi
  - MGA Simple

Guidance documents (Preparing the application)

- Programme guide (specific to Promotion of agricultural products, translated, applicable to both simple and multi)

- Application form incl. template for part B (available only in the submission tool, translated for simple programmes) and Detailed Budget table (DBT)

- Online manual (corporate document, constantly evolving, available in English, explaining all stages of grants lifecycle – only first steps are relevant for simple programmes) PDF Version



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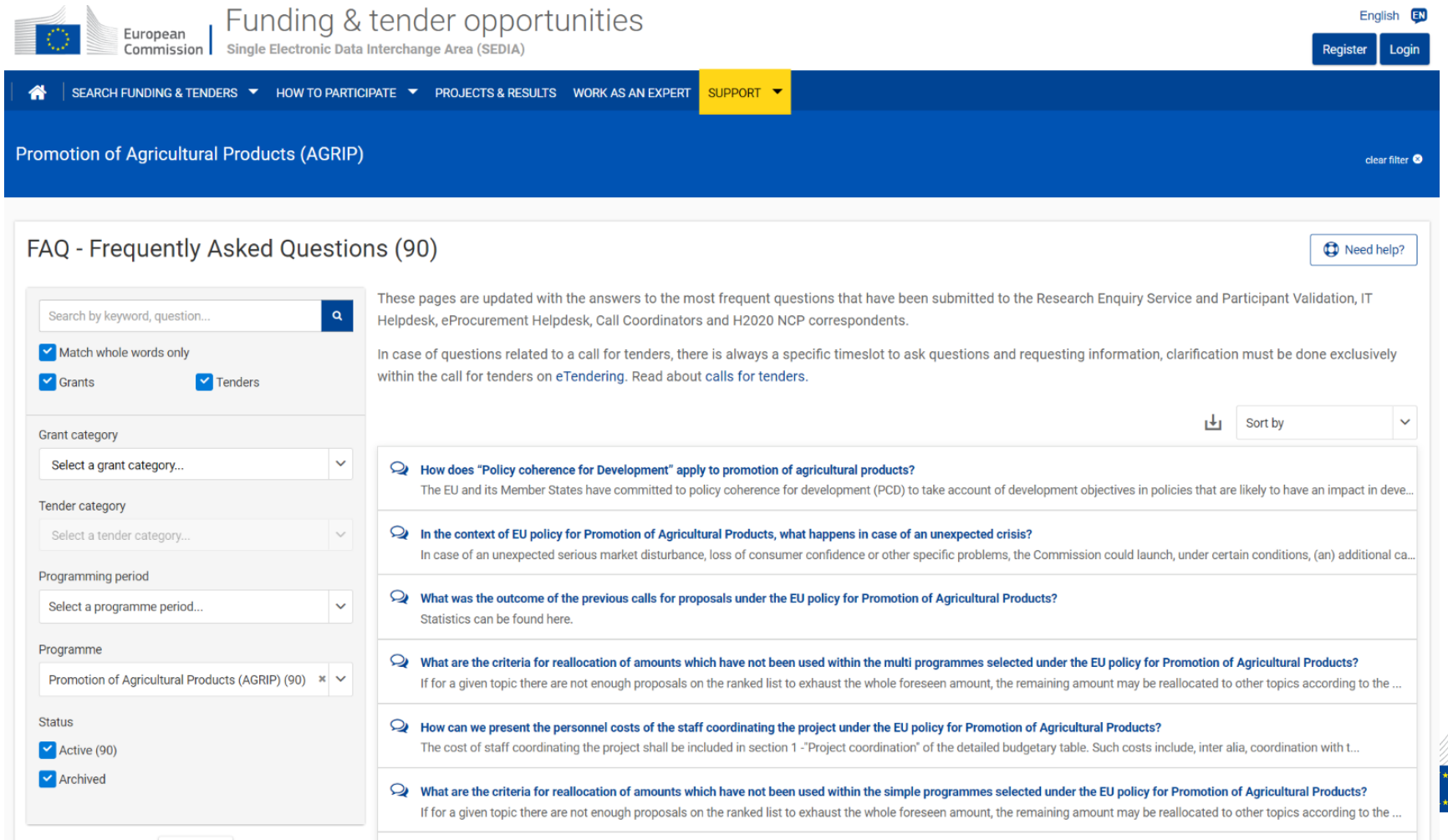
Guidance on Market analysis

« The proposal shall provide a relevant market analysis **per target country**. The market analysis shall be **product-** and **market-oriented**. It shall focus on each target country and serve as a basis for the definition of action objectives and strategy. It should include information and assessment of macroeconomic indicators, market conjuncture and forecast, including recent sources of data. »

Supply:	**Demand:**
□ What are the production, sales and export figures (volume and value, market share) for the applicant organisation/s and its Member State for each of the target markets? □ What is the market structure in the targeted country/ies and how is your organisation positioned in this market (i.e. competitive position of the applicant)? □ Who are their main competitors?Which challenges do they face? □ What are their marketing strategies? □ Which are the competitive advantages of the proposing organisation/s? □ Explain the key differences (price, quality, etc.) that will make your product more competitive than other already available products on the target market.	□ Which are the characteristics, demography, socio-professional profiles, typology of the current consumers? Identify and describe the quantitative and qualitative market segments. □ What is the per capita consumption and the consumption trends on the medium? If the action is about raising awareness: □ What is the current state of consumer awareness? □ What needs to be improved and what are the challenges? □ Among which segments is the awareness stronger/weaker?

REA: other materials

Frequently asked questions (FAQ) updated regularly to be consulted!



Evaluation hints – why proposals are rejected/ not selected for funding

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Reasons for rejection: eligibility and admissibility

- **Inadmissible**:

  Mandatory annexes and supporting documents not submitted, proposal sent by email after the deadline

- **Out of scope**:

  E.g. project not promoting an eligible product or scheme

- **Ineligible applicants**:

  Applicant organisation not eligible or not representative of the product/sector promoted, private companies acting as co-applicants, non-EU applicants

Quality of proposals – weak points

- Market analysis is not precise or structured
- Programme objectives are not well defined
- Activities and deliverables are not well defined, communication mix not adapted to the strategy and programme objectives
- Union message is lacking
- Organisation and risk management are not described
- Evaluation methodology is absent
- Poor cost-effectiveness (budget analysis weak, unit costs missing or not always used, etc.)
- Impact of the campaign not well calculated

Sustainability

Annual work programme, award criteria, Programme guide

Sectorial suggestions

In terms of products, it is proposed to allocate a certain share of the promotion budget to sectors where there is a particular interest in helping producers and exporters to consolidate or develop demand of healthy and sustainable food choices and new markets.

The Farm to Fork Strategy set the target of 25% utilised agricultural area under organic farming by 2030. In 2021, 9.9% of agricultural area in the EU was under organic farming[8]. Promotion shall support the objectives of the Commission's Farm-to-Fork Strategy by stimulating demand for organic products in the internal market and in third countries. The action plan for the development of organic production[9] in the Union adopted on 25 March 2021 details the actions of promoting organic farming and the EU logo.

Increasing the sustainability of food production is one of the key elements of the Farm to Fork Strategy that calls for the promotion policy to enhance its contribution to sustainable production and consumption. The Farm to Fork strategy also aims to create a favourable food environment that makes it easier to choose healthy and sustainable diets. Furthermore, Regulation (EU) 2021/2115 of the European Parliament and of the Council[10] concerning CAP Strategic Plans established voluntary schemes for the climate, the environment and animal welfare ('eco-schemes') that should in principle cover at least two of the areas of actions for the climate, the environment, animal welfare and combatting antimicrobial resistance.

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
		and increase their market share.
AGRIP-SIMPLE-2024-IM- SUSTAINABLE* Information provision and promotion programmes aiming at increasing the awareness of Union sustainable agriculture and animal welfare	EUR 6 000 000	The objective is to highlight the sustainability of Union agriculture, stressing its beneficial role for the climate, the environment and animal welfare. The production method(s) of the promoted product(s) shall cover at least two of the areas of actions listed in Article 31(4) of Regulation (EU) 2021/2115 while respecting the conditions laid down in paragraph 5 of that Article. The expected ultimate impact is to increase the awareness of the Union sustainable agriculture practices beneficial for the climate, the environment and animal welfare by the European consumers and to enhance the competitiveness and consumption of sustainably produced agri-food products in the Union, raise their profile and increase their market share.

ANNEX I

Additional information on award criteria

As mentioned in the call, Part B of the application serves to evaluate the proposal against the award criteria.
More specifically, each proposal will be assessed according to the criteria and sub criteria set out in the table below, while a threshold is also set for each of the main award criteria. The following sub-criteria shall be taken into account in the assessment of the quality of the proposals:

CRITERIA	SUB-CRITERIA
1. RELEVANCE	Max. point: 25 Threshold: 15
(a) Relevance of proposed information and promotion measures to the general and specific objectives listed in Article 2 of Regulation (EU) No 1144/2014, aims listed in Article 3 of that Regulation, as well as to priorities, objectives and expected results announced under the relevant thematic priority	• The proposal fits well the specific objectives and aims set in the legal base, and adequately addresses the chosen thematic priority and topic of the call for proposals. • The relevant aspects are well translated into the programme strategy, activities and messages.
(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 Green Deal and Farm to fork strategies, in particular concerning sustainability of production and consumption.	• The project effectively contributes to the climate and environmental ambition of the Common Agricultural Policy, in particular concerning sustainability of production and consumption (Green Deal and Farm to fork strategy) • Projects implemented in the internal market are aligned with the Food-Based Dietary Guidelines (FBDG) of the target Member State.

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EU food and Farming

Contact: REA-AGRI-GRANTS@ec.europa.eu

European Commission

Thank you

AGRI-PROMOTION@ec.europa.eu

Rea-agri-grants@ec.europa.eu

IT support via F&T portal

Slide xx: element concerned, source: e.g. Fotolia.com; Slide xx: element concerned, source: e.g. iStock.com

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