



Brussels, 15.12.2025
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COMMISSION IMPLEMENTING DECISION

of 15.12.2025

on the financing of information and promotion measures concerning agricultural products implemented in the internal market and in third countries and the adoption of the work programme for 2026

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THE EUROPEAN COMMISSION,

Having regard to the Treaty on the Functioning of the European Union,

Having regard to Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008¹, and in particular Article 8 thereof,

Having regard to Regulation (EU, Euratom) 2024/2509 of the European Parliament and of the Council of 23 September 2024 on the financial rules applicable to the general budget of the Union², and in particular Article 110(1) thereof,

Whereas:

- (1) Pursuant to Regulation (EU) No 1144/2014, both direct and shared management are to be used for the implementation of information provision and promotion measures.
- (2) Pursuant to Article 15(7) of Regulation (EU) No 1144/2014, the financing of simple programmes is implemented by the Member States under shared management.
- (3) Pursuant to Article 16(2) of Regulation (EU) No 1144/2014, the financing of multi programmes and measures on the initiative of the Commission is implemented by the Commission under direct management.
- (4) In order to ensure the implementation of the information provision and promotion measures, it is necessary to adopt an annual work programme that covers simple programmes, multi programmes and measures implemented on the initiative of the Commission.
- (5) Pursuant to Article 8 of Regulation (EU) No 1144/2014, the annual work programme is to comply with the general and specific objectives set out in Article 2 of that Regulation.
- (6) For appropriations under direct management, it is necessary to adopt a financing decision pursuant to Article 110 of Regulation (EU, Euratom) 2024/2509, establishing detailed rules on financing decisions.
- (7) The envisaged assistance is to comply with the conditions and procedures set out by the restrictive measures adopted pursuant to Article 215 of the Treaty.

¹ OJ L 317, 4.11.2014, p. 56, ELI: <http://data.europa.eu/eli/reg/2014/1144/oj>.

² Regulation (EU, Euratom) 2024/2509 of the European Parliament and of the Council of 23 September 2024 on the financial rules applicable to the general budget of the Union (recast) (OJ L, 2024/2509, 26.09.2024, ELI: <http://data.europa.eu/eli/reg/2024/2509/oj>).

- (8) For appropriations under direct management, it is necessary to provide for the payment of interest due for late payment as laid down in Article 116 of Regulation (EU, Euratom) 2024/2509.
- (9) For the purpose of the implementation of simple programmes, multi programmes and measures on the initiative of the Commission, and in order to allow for flexibility in the implementation of the work programme, it is appropriate to determine the changes that are not considered as substantial for the purposes of Article 110(5) of Regulation (EU, Euratom) 2024/2509.
- (10) In accordance with Article 8(1) of Regulation (EU) No 1144/2014, the work programme has to provide for specific temporary arrangements to react to serious market disturbance, loss of consumer confidence, or other specific problems as referred to in Article 2(2), point (e), of that Regulation. It is therefore necessary to include the possibility of an additional call for proposals during the year, if required.
- (11) The Commission consulted the Civil Dialogue Group on Quality and Promotion and received contributions from stakeholders.
- (12) The measures provided for in this Decision are in accordance with the opinion of the Committee for the Common Organisation of the Agricultural Markets,

HAS DECIDED AS FOLLOWS:

Article 1
The work programme

The annual financing decision, constituting the work programme for the implementation of the information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries for 2026, as set out in Annexes I, II and III, is adopted.

For appropriations under budget line 08 02 03 03, the work programme shall constitute a financing decision within the meaning of Article 110 of Regulation (EU, Euratom) 2024/2509.

Article 2
Union contribution for multi programmes and measures on the initiative of the Commission

The maximum Union contribution for the implementation of multi programmes and measures on the initiative of the Commission for 2026 is set at EUR 105 000 000, and shall be financed from the appropriations entered in budget line 08 02 03 03 of the general budget of the Union.

The appropriations provided for in the first paragraph may also cover interest due for late payment.

The implementation of this Decision is subject to the availability of the appropriations provided for in the draft general budget of the Union for 2026, following the adoption of that budget by the budget authority or as provided for in the system of provisional twelfths.

Article 3
Total amount for simple programmes

The total amount planned for the financing of simple programmes under the work programme 2026 is set at EUR 100 000 000 and shall be financed from the appropriations entered in budget line 08 02 03 02 of the general budget of the Union, subject to the availability of the appropriations.

Article 4
Flexibility clause

Cumulated changes to the allocations to simple programmes, multi programmes and measures on the initiative of the Commission that do not exceed 20 % of the maximum Union contribution set out in Articles 2 and 3 of this Decision shall not be considered to be substantial for the purpose of Article 110(5) of Regulation (EU, Euratom) 2024/2509, where those changes do not significantly affect the nature of the actions and the objective of the work programme.

The increase in the maximum Union contribution set out in Articles 2 and 3 of this Decision shall not exceed 20 % of the maximum Union contribution.

The authorising officer responsible may apply the type of changes referred to in the first paragraph in accordance with the principles of sound financial management and proportionality.

Done at Brussels, 15.12.2025

For the Commission
Christophe HANSEN
Member of the Commission