



EU Agri-food promotion policy review 2021

(Regulation EU 1144/2014)

Workshop on Promotion Policy EU – current state and future perspectives

30 November 2021

*DG Agriculture and Rural Development,
External communication and promotion
policy unit*

Outline of the presentation

1. BACKGROUND & POLICY CONTEXT
2. STATE OF PLAY – POLICY REVIEW
3. CONFERENCE ON THE REVIEW OF THE EU PROMOTION POLICY
4. ONLINE PUBLIC CONSULTATION
5. NEXT STEPS

1. BACKGROUND & POLICY CONTEXT

1. Background and policy context

Objectives of the promotion policy:

- The EU agri-food promotion policy – Regulation (EU) 1144/2014 – is based on articles 42 and 43(2) Treaty for the Functioning of the EU in support of European agriculture. It is funded, like other market measures, under the European Agricultural Guarantee Fund.
- The policy helps producers sell their EU farm products in an increasingly competitive global marketplace, at the same time delivering jobs and growth at home.
- Promotion campaigns and information measures about EU farm products and EU quality schemes are designed to open up new market opportunities for EU farmers and the wider food industry, as well as helping them build their existing business.

1. Background and policy context

EVALUATION - STAFF WORKING DOCUMENT

**Impact of EU
agricultural
promotion policy in
the internal market
and third countries**
11 January 2021



Brussels, 22.12.2020
SWD(2020) 399 final

COMMISSION STAFF WORKING DOCUMENT
EVALUATION
of the
impact of the EU agricultural promotion policy in internal and third countries markets
(SWD(2020) 401 final)

COMMISSION REPORT TO EP AND COUNCIL

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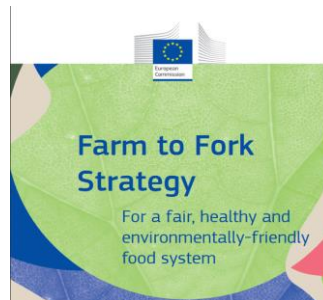


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FARM TO FORK STRATEGY

**for a fair, healthy
and
environmentally-
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system**
20 May 2020



EUROPE'S BEATING CANCER PLAN

**A new EU approach
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3 February 2021



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**An Open, Sustainable
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18 February 2021

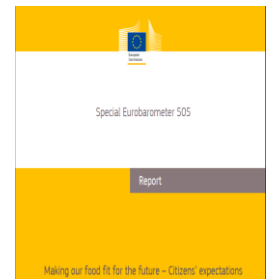


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Trade Policy Review - An Open, Sustainable and Assertive Trade Policy

SPECIAL EUROBAROMETER 505

**Making our food
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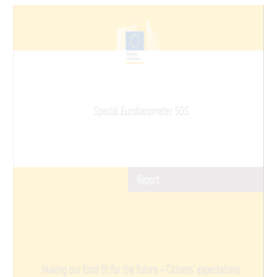
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Policy evaluation (2016-2020): Promotion policy meets its objectives, is highly relevant and has undisputed EU added value. Room to improve coherence with other EU policies and simplify implementation model.

1. *Background and policy context*

Policy evaluation 2020 (strengths)

- **Evaluation Staff Working document** published on 11 January 2021 **concluded:**
 - Promotion programmes are **effective** in raising awareness and the profile of EU products, quality schemes and production standards, particularly for non-EU markets with highest growth potential
 - Promotion policy was **highly effective** in paving the way to enter or expand into non-EU markets
 - Policy objectives and activities remain **relevant and have clear EU added value**

1. *Background and policy context*

Policy evaluation 2020 (areas of improvement)

Room to improve the policy:

- **improving coherence** with other EU policies
- improve the **exchange of knowledge** and experience between beneficiaries
- make **greater use of the signature** 'Enjoy! It's from Europe'
- explore **links** between promotion programmes and Commission's own initiatives
- More harmonized **implementation model** (direct management / shared management)



1. Background and policy context

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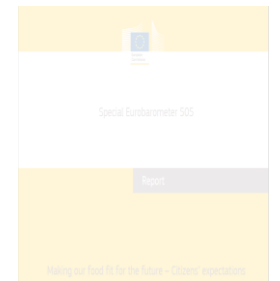
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Report to EP and Council: recommends that the review examine how the policy can align its strategic priorities more closely with climate, sustainability, health and development policy objectives.

Report to EP and Council on promotion policy implementation

Drawing on the lessons learned from the evaluation, the Commission recommends that the upcoming review examine how the promotion policy can:

- align its strategic priorities more closely with climate, sustainability, health and development policy objectives;
- become a central tool for delivering the objectives of the ‘farm to fork’ strategy and the upcoming Europe’s Beating Cancer Plan;
- provide incentives for the transition to a green, more sustainable agricultural sector, promoting sustainable EU agricultural products and production processes both in the EU and on export markets;
- support efforts to position the EU food system as a global reference for sustainability

1. Background and policy context

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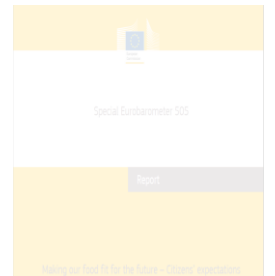
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Farm to Fork Strategy: Policy review should enhance contribution to sustainable agricultural production and consumption, and in line with evolving diets. In relation to meat, focus on how the EU can use promotion programme to support the most sustainable, carbon-efficient methods of livestock production. *The strategy aims to reward those who have already undergone the transition to sustainable practices, enable the transition for the others, and create additional opportunities.*

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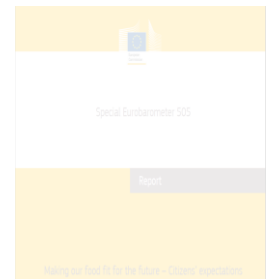
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Europe's beating cancer plan: review its promotion policy on **alcoholic beverages** and review the promotion policy with a view to enhancing its contribution to sustainable production and consumption, and in line with the shift to a more plant-based diet, with less red and processed meat and other foods linked to cancer risks and more fruit and vegetables.

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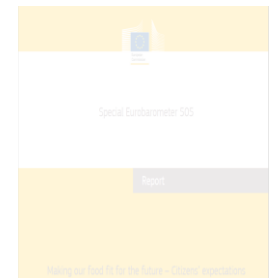
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Trade policy review: The Commission will also continue to support the EU agricultural and agrifood sector, composed primarily of SMEs, with a focus on promoting the sustainability and quality of their products, making them a standard-bearer of the EU food sustainability system.

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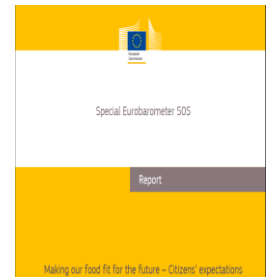
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Special EB 505: Taste (45%), **food safety** (42%) and **cost** (40%) drive food purchases. But 87% want the EU to be more proactive in promoting food sustainability worldwide.

2. STATE OF PLAY THE REVIEW PROCESS

1. STATE OF PLAY (POLICY REVIEW)

The Commission is undertaking a review of the policy, with a view to enhancing its contribution to sustainable production and consumption, and in line with the shift to a more plant-based diet, with less red and processed meat and more fruit and vegetables.

2. STATE OF PLAY (POLICY REVIEW)

The review of the policy is carried out according to the better regulation guidelines:

- Review builds on the **policy evaluation** and the **report to EP and Council**
- Includes an **inclusive consultation strategy** to feed into an **impact assessment**.

Consultation actions included:

- **Roadmap** for the review outlining policy options (9 February 2021)
- **Online Public consultation** (launched on 31 March for 12 weeks)
- **Presentations and workshops** to Member States experts groups, civil dialogue groups, agricultural committee and intergroups of the European Parliament etc
- **Conference on the Policy Review** (12 - 13 July 2021)

3. State of Play - Roadmap

Option 1: Build on **success of current policy** in supporting the agrifood sector's competitiveness while using the annual work programmes to also contribute to political priorities as was done for 2021;

Option 2: Focus the policy scope: In EU, promotion in support of sustainable agricultural production and consumption, in line with F2F Strategy and Europe's beating cancer plan, nudging consumers to healthier diets. On non-EU markets, focus on F2F's international dimension and EU agrifood sector's competitiveness.

Option 3: Review conditionality / eligibility: introduce new requirements and eligibility criteria that incentivise applicants to demonstrate support for the Farm to Fork Strategy or that exclude applications from certain sectors.

Streamline implementation model (cross-cutting for all options): improve monitoring and evaluation and consider removal of shared-management, which the evaluation found is confusing and complex for beneficiaries, replacing it by direct management of all programmes.

3. CONFERENCE ON THE REVIEW OF THE EU AGRI-FOOD PROMOTION POLICY

12-13 JULY 2021



12 July 2021 - 13 July 2021
Belgium

Agri-food Promotion Policy Review Conference

SESSION 1: ENABLING THE TRANSITION TO SUSTAINABLE FOOD SYSTEMS

📍 Plenary 12/07

SESSION 2: SUPPORTING MORE PLANT-BASED AND HEALTHY DIETS THROUGH THE AGRI-FOOD PROMOTION POLICY

📍 Plenary 12/07

SESSION 3: ENHANCING COMPETITIVENESS OF THE EU AGRI-FOOD SECTOR IN THE INTERNAL MARKET THROUGH THE PROMOTION POLICY

📍 Plenary 13/07

SESSION 4: STRENGTHENING EXPORTS AND THE INTERNATIONAL REPUTATION OF EU AGRI-FOOD PRODUCTS THROUGH THE PROMOTION POLICY

📍 Plenary 13/07





12 July 2021 - 13 July 2021
Belgium

Agri-food Promotion Policy Review Conference

- Registered participants: **547**
- Live webstreaming viewers: DAY 1: **2047** connections / DAY 2: **1824** connections
- More than 85% of participants were satisfied or very satisfied
- Presentations, Recordings and Digital Gallery still available:
- [The Agri-food Promotion Policy Review | European Commission \(europa.eu\)](https://ec.europa.eu/agri-food/policies/promotion/policy-review/index_en)

4. ONLINE PUBLIC CONSULTATION

31 MARCH TO 23 JUNE 2021

3. ONLINE PUBLIC CONSULTATION PROFILE OF RESPONDENTS

7528 Respondents overall



7182 Citizens



110 Civil society
organisations



219 Businesses



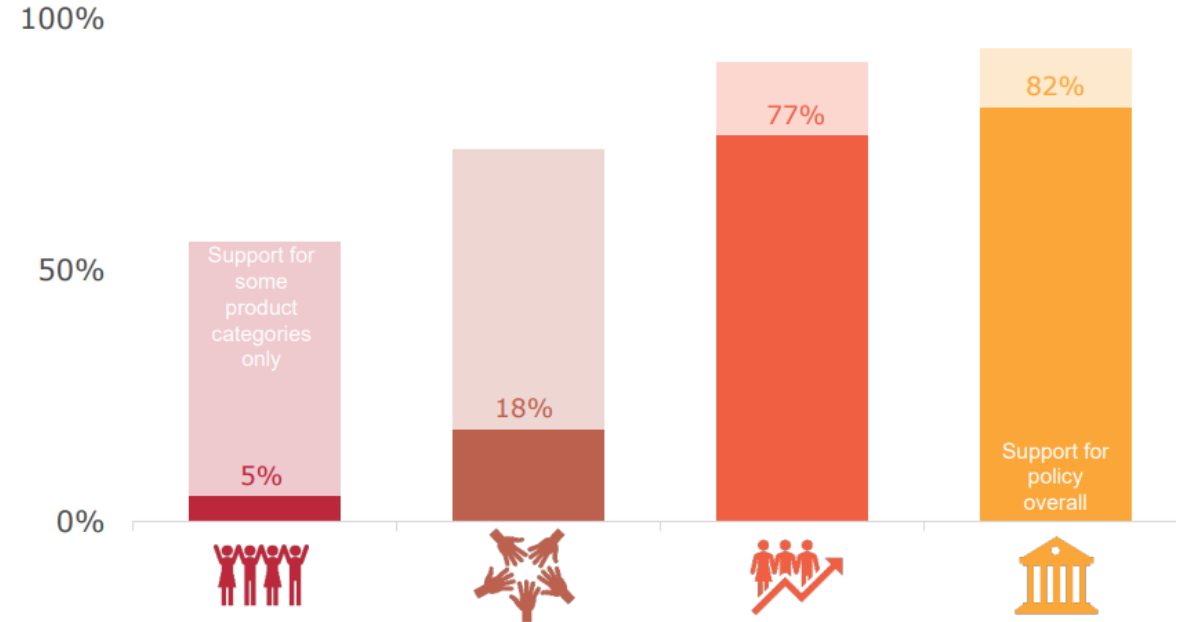
17 Public authorities

3. ONLINE PUBLIC CONSULTATION

INITIAL INDICATORS OF OPINION

Support for promotion policy

Support for policy weak among citizens, strong among business associations and public authorities



3. ONLINE PUBLIC CONSULTATION

INITIAL INDICATORS OF OPINION

1. Consensus to adjust the scope of the policy

- ✓ Focus on raising awareness on sustainability, climate change action and respect for the environment, animal welfare or their contribution to balanced diets and health.
- ✓ Support products sustainably produced, respecting all sustainability elements, including animal welfare, respect for the environment and climate as defined in the Farm to Fork strategy.

2. No agreement on new eligibility and selection criteria

- ✓ More than 80% of citizens and civil society organisations want to exclude products not sustainably produced and not in line with more plant-based diets.
- ✓ Low level of support for including new eligibility or selection criteria among businesses and public authorities, they appear to favour information and awareness raising campaigns.

3. Appreciation of the programmes managed at EU level

- ✓ There is a general tendency to favour the management of all programmes by the Commission executive agency

5. NEXT STEPS

3. Indicative Timeframe

Quarter 1- Quarter 2 2021

Publish roadmap in the “Have your say” portal outlining policy options (9 February)
Launch Open Public Consultation on policy options (12 weeks) (31 March - 23 June)

Quarter 2- Quarter 3 2021

Conference of Stakeholders – online event (12-13 July)
Draft Impact Assessment of policy options (October)
Presentation to the Regulatory Scrutiny Board (24 November)

By end Q1 2022 (if favourable opinion by RSB)

Possible legislative proposals

References

➤ **Roadmap** (options and feedback) :

EU farm and food products – review of policy on promotion inside and outside the EU (europa.eu)

➤ **Open public consultation:**

EU farm and food products – review of policy on promotion inside and outside the EU (europa.eu)

➤ **Conference of Stakeholders:**

The Agri-food Promotion Policy Review | European Commission (europa.eu)

Thank you

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3. ONLINE PUBLIC CONSULTATION TIMELINE

