

Eligibility

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Eligibility

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Promotion of Agricultural Products: Info Days 2026
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First Step



The EU Programme for the Promotion of Agricultural Products (AGRIP) aims to fund **information provision and promotion measures** which

- **Increase awareness and recognition** of EU quality schemes, but also **consumers' awareness** of the merits of the EU's agricultural products and production methods
- **Increase the competitiveness and consumption of EU agricultural products**, raise their profile and increase the market share of those products.



Types of promotion programmes

Simple programmes

One or more proposing organisation(s) established in the same EU Member State targeting EU or non-EU markets

Multi programmes

At least two applicants established in different EU Member States or by one or more EU organisation(s) targeting EU or non-EU markets



Eligible organisations

Regulation (EU) 1144/2014 Article 7, Delegated Regulation (EU) 2015/1829 Article 1

Eligible organisations



Trade or inter-trade organisations representative of the sector(s) concerned at Member State level or Trade or inter-trade organisations representative at EU level



Producer organisations or associations of producer organisations recognised by the Member State



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

Representativeness

Type of organisation	Representativeness criteria	
Trade or inter-trade organisations representative of the sector(s) concerned at Member State (MS) level or Trade or inter-trade organisations representative at EU level(*) (*)Flexibility for lower thresholds for Trade or Intertrade organisations<50%: if specific circumstances justify treating the organisation as being representative	At Member state or at EU level	• Rule of 50 % of the number of producers, or volume or value of marketable production of the product/s or sector concerned in the MS or at EU level or • Interbranch organisation recognised by the MS (Reg 1308/2013, 1379/2013) or • Rule of 50 % of the volume or value of marketable production of the product(s) with registered denomination (EU quality scheme)
Producer organisations or associations of producer organisations	Recognised by the MS (articles 152 and 156 of Reg. (EU) 1308/2013)	
Agri-food sector body (cumulative conditions)	• It is an agri-food sector body • Its objective is to provide information on, and to promote, agricultural products • It has been entrusted, by the Member State concerned, with a clearly defined public service mission in this area • It has been legally established in the Member State in question at least two years prior to the date of the call for proposals	

Supporting documents

- Form A – under point - 2 Applicants ' List of participating organisations' where you declare the type of organisation:
 - Select the **right category** based on your status and the supporting documents to proof the status of your organisation
- Additional information
 - Justify **how** the applicant(s) comply with the representativeness rule e.g. explain and display the volume or value of marketable production of the products concerned in the MS
 - Provide reliable and accurate **supporting documents** per each category (see below)



Supporting Documents Examples

- **Legal status** detailing the organization's type and establishment date (e.g., trade organization, agri-food body).
- Accurate **activity reports** and reliable **statistics** to show 50% representativeness for trade/intertrade organizations of the specified products or sectors. Clearly describe market circumstances if representativeness is lower for flexibility.
- **Registered nomination** for EU quality schemes for organizations and products.
- **Certification** for national sustainable schemes, if mentioned in the proposal.
- **Member State recognition** of producer organizations or associations for the products concerned.



Products and schemes

Regulation (EU) 1144/2014, Article 5

Eligible products

- **Products(*) listed in Annex I to the Treaty on the Functioning of the European Union (TFEU), e.g. cereals, edible vegetables, dairy, meat etc. Excluding tobacco**
- **Processed products listed in Annex I to Regulation (EU) No 1144/2014: 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**

(*) In Annex I (TFEU), the products are listed with further reference to the [Combined Nomenclature](#) (CN). Identify the CN code of the product you wish to promote and cross check if that CN code is listed in Annex I to the TFEU.



Eligible products

- **Spirit drinks** with a protected geographical indication
- **Wine** with designation of origin or protected geographical indication status and carrying an indication of the wine grape variety. In the case of simple programmes, wine shall be associated to one or several other products, Basket approach e.g. *PDO/PGI wine*
- **Fisheries and aquaculture** products if associated with one or several products, Basket approach



Eligible products

Additional eligibility conditions for Wine:

Only if designation of origin/ GI/wine grape variety	SIMPLE	MULTI
Internal Market	• Only Basket and • Only to inform about the scheme and/or responsible consumption	• Alone is possible and • Only to inform about the scheme and/or responsible consumption
Third countries	• Only Basket approach	• Alone is possible

- Fishery and aquaculture products: **Basket approach**



Quality Schemes

- EU quality schemes are:
 - Protected designation of origin (PDO)
 - Protected geographical indication (PGI) and
 - Traditional speciality guaranteed (TSG)
- Recognised PDO/PGI/TSG can be found in eAmbrosia



Quality Schemes

- The [EU logo on organic production](#)
- Other schemes:
 - Mountain product, and
 - [Products from EU outermost regions](#)
- National quality schemes, provided that the visuals respect the rules on origin ((Reg.1305/3013, art. 16 points (b) and (c))
- *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 European Union message.*



Eligible activities

Call for proposals – chapter 6

What is a promotion programme?

- A **coherent and meaningful set of operations**: public relations, advertising, Point of Sales, promotion, website and social media, events and fairs, etc.
- Can be a **B2B targeting business or B2C targeting consumers** campaign based on the campaign characteristics
- Implemented over a period of **at least one but not more than three years**
- **Cross border rule**: exception Quality Schemes and Fruits & Vegetables which can target own market



Eligible activities – indicative list

- **Management of project**, only by consortium
- **Public relations** (PR activities, Press events)
- **Website, social media** (Website and/or 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, and 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)
- **Evaluation**, by an independent evaluation body



Continuation Rule

Delegated Regulation (EU) 2015/1829 Article 1 Paragraph 4

Continuation Rule (1/2)

Prohibition of receiving support for **more than two information and promotion programmes** on the same product or scheme, carried out in parallel or consecutively on the territory of the same target country, or a part thereof.

However, a proposing organisation may again receive support for such programmes if the following two conditions are fulfilled:

- (i) the proposing organisation applies for a new programme after the end of the implementation of the previous programmes; and
- (ii) the starting date of the implementation of the new programme shall be at least 12 months after the end of the implementation of the previous programmes.



Continuation Rule (2/2)

- **Exception to the continuation rule:**

Programmes carried out to restore normal market conditions will not count towards max. number of consecutively or parallelly implemented programmes promoting the same product or scheme, which may receive support.

- **Definitions of parallel and consecutive implementation of programmes:**

Two information and promotion programmes are carried out in parallel when their implementation periods overlap entirely or partly, and they are carried out consecutively when the implementation of the second programme started less than 12 months after the end of the implementation of the first programme.



Useful links



Eligibility Checker

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



 English

Enjoy it's from Europe Portal

[Home](#) | [Campaigns](#) | [News and events](#) | [Funding opportunities](#) | [About](#) | [FAQs](#)

[Home](#) > [Funding opportunities](#) > Eligibility Checker

Eligibility Checker

Find out if you are eligible to apply for AGRIP calls for proposals by answering questions about your organisation, products you wish to promote, as well as the target markets.

Answer up to 8 questions, and at the end of the questionnaire you will receive feedback based on the input you have provided.

Disclaimer: the following information is purely for informative purposes. Applicants are encouraged to thoroughly read the eligibility conditions outlined in the call for proposals.



FAQ

EU Funding & Tenders Portal

Frequently Asked Questions (FAQ)

For questions related to specific calls or topics, please refer to the Topic Q&A section on the topic pages ([search for the appropriate topic](#))

Filters

7 item(s) found

 Publication date ▼ ↓

Quick search

eligibility × 

☒ Match whole words only

Grants ▼

Programming period ▼

Promotion of Agricultural Products (AGRIP) ▼

Active ▼

All filters

Programme Promotion of Agricultural Products (AGRIP) (x)

[In the context of EU policy for Promotion of Agricultural Products, how can I find data on representativeness of a proposing organisation to demonstrate the 50% threshold? What...](#)

 Active

Grant

Trade organisations generally have data on the market. It is generally one of their objectives: improving knowledge and the transparency of production and the market of a sector, inc...

[I am a trade organisation of producers of hop. In the context of EU policy for Promotion of Agricultural Products, can I submit a proposal for a campaign on beer, even though I do...](#)

 Active

Grant

According to the Regulation (EU) No 1144/2014, a trade organisation can submit a proposal provided that it is representative of the sector or the product concerned by the programme. ...

[Are the fishery and aquaculture products eligible under the EU policy for Promotion of Agricultural Products?](#)

 Active

Grant

Yes, fishery and aquaculture products are eligible if they are listed in Annex I to Regulation (EU) No 1379/2013 and associated with other products.

[Is wine eligible under the EU policy for Promotion of Agricultural Products?](#)

 Active

Grant

Wine with designation of origin or protected geographical indication status or wine carrying an indication of the wine grape variety is indeed eligible. Note that, in the case of sim...

[In the context of EU policy for Promotion of Agricultural Products, what should be the content of a promotion programme of wine, beer or spirit in the internal market?](#)

 Active

Grant



Q&A