



Online Info Day 2022 Calls for Proposals

Preparing the future

The review of the promotion policy

01-02 February 2022

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 and policy context

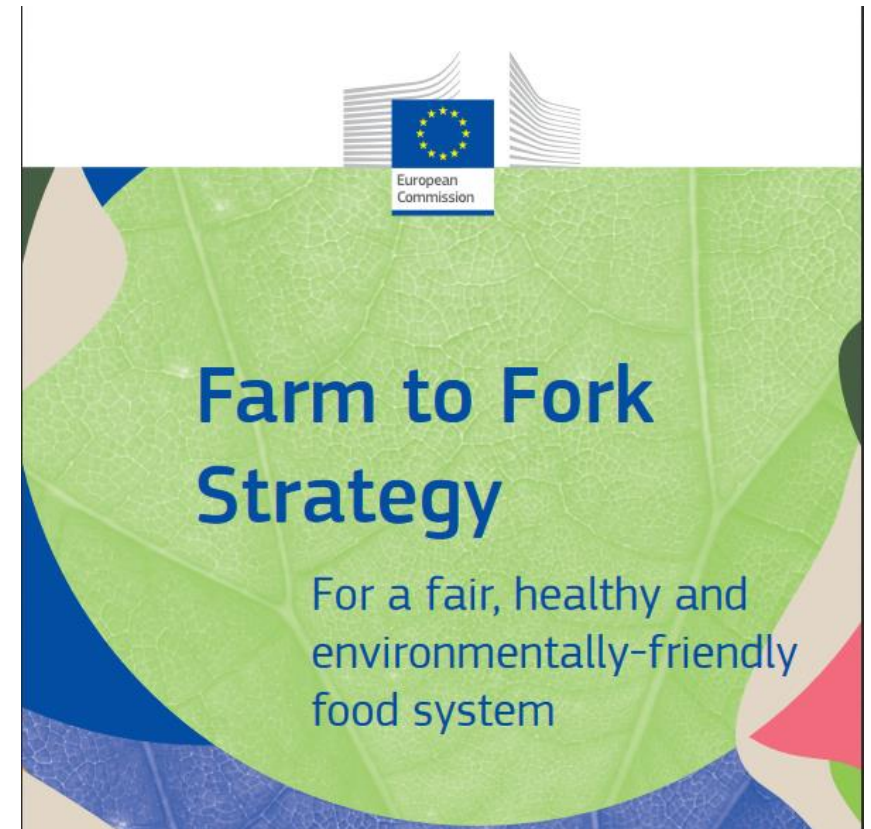
Objectives of the promotion policy:

- 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

May 2020

- The Farm to Fork strategy announced that the Commission will undertake a review of the EU promotion programme for agricultural products, with a view to **enhancing its contribution to sustainable production and consumption**, and in line with the evolving diets.
- In relation to meat, the review should focus on how the promotion policy can **support the most sustainable carbon-efficient methods of livestock production**.



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



COMMISSION REPORT TO EP AND COUNCIL

on information
provision and
promotion
measures
11 February 2021



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on the European
Citizens'
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"End the Cage
Age"
30 June 2021



EUROPE'S BEATING CANCER PLAN

A new EU
approach to
prevention,
treatment and
care
3 February 2021



EU TRADE POLICY REVIEW

An Open,
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18 February 2021



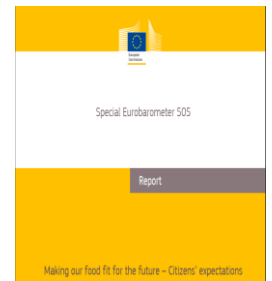
ACTION PLAN

For the
Development of
Organic
Production
25 March 2021



SPECIAL EUROBAROMET ER 505

Making our food
fit for the future
– Citizens'
expectations
December 2020



1. Background and policy context

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Impact of EU
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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 on information provision and promotion measures

11 February 2021



Brussels, 11.2.2021
COM(2021) 49 final

REPORT FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT AND
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on the application of Regulation (EU) No 1144/2014 of the European Parliament and of
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30 June 2021



Brussels, 30.6.2021
COM(2021) 4747 final

COMMUNICATION FROM THE COMMISSION
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EUROPE'S BEATING CANCER PLAN

A new EU approach
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3 February 2021



Brussels, 3.2.2021
COM(2021) 46 final

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18 February 2021



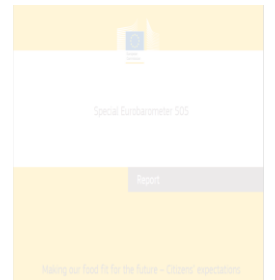
Brussels, 18.2.2021
COM(2021) 46 final

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

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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

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Impact of EU
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Brussels, 02.11.2020
SWD(2020) 109 final

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EVALUATION
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(SWD(2020) 400 final)

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Brussels, 11.2.2021
COM(2021) 49 final

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Brussels, 30.6.2021
COM(2021) 4747 final

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Brussels, 3.2.2021
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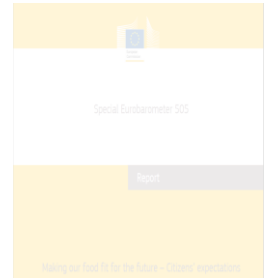
Brussels, 18.2.2021
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December 2020



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.

1. Background and policy context

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11 January 2021



Brussels, 10.12.2020
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COMMISSION STAFF WORKING DOCUMENT
EVALUATION

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impact of the EU agricultural promotion policy in internal and third countries markets
(SWD(2020) 401 final)

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Brussels, 30.6.2021
COM(2021) 4747 final

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COM(2021) 44 final

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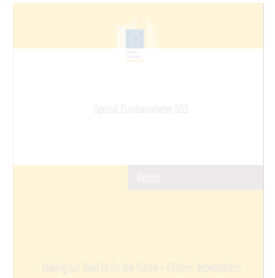
Brussels, 18.2.2021
COM(2021) 69 final

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Communication on Citizens' initiative "End the Cage Age":
Promotion policy annual work programmes will also include a **dedicated budget for raising awareness of sustainability** in agriculture, including specific animal **welfare** features such as cage-free farming systems.

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COMMISSION COMMUNICATION

on the European
Citizens' Initiative
(ECI) "End the Cage
Age"
30 June 2021



Brussels, 30.6.2021
COM(2021) 4747 final

COMMUNICATION FROM THE COMMISSION

on the European Citizens' Initiative (ECI) "End the Cage Age"

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Brussels, 3.2.2021
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18 February 2021



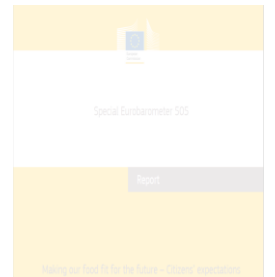
Brussels, 18.2.2021
COM(2021) 69 final

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

SPECIAL EUROBAROMET ER 505

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December 2020



Europe's beating cancer plan: Review its promotion policy on **alcoholic beverages** and 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.**

1. Background and policy context

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Brussels, 10.12.2020
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30 June 2021



Brussels, 30.6.2021
COM(2021) 4747 final

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A new EU approach
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Brussels, 3.2.2021
COM(2021) 44 final

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Europe's Beating Cancer Plan

ACTION PLAN

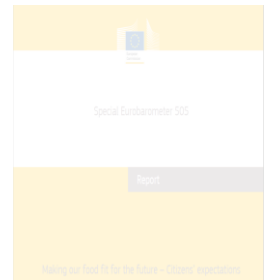
For the
Development of
Organic
Production
25 March 2021



Brussels, 25.3.2021
COM(2021) 140 final

SPECIAL EUROBAROMET ER 505

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Organic action plan: the Commission will continue to support the EU organic sector's development by **allocating an enhanced budget in the agri-food promotion policy's annual work programmes** to raising consumer awareness of, and stimulating the demand for, EU organic products.

1. Background and policy context

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Impact of EU
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11 January 2021



Brussels, 10.1.2021
SWD(2021) 190 final

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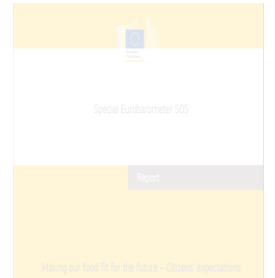
Brussels, 18.2.2021
COM(2021) 66 final

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

SPECIAL EUROBAROMET ER 505

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December 2020



Trade policy review: The Commission will also continue to support the EU agricultural and agri-food 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.

1. Background and policy context

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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. Consumers think the two most important things about a healthy and sustainable diet involves eating a variety of foods and more fruit and vegetables.

2. STATE OF PLAY

THE REVIEW PROCESS

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.

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 completed:

- **Roadmap** for the review outlining policy options (9 February 2021) = over 150 comments
- **Online Public consultation** (launched on 31 March for 12 weeks) = over 7500 responses
- **Conference on the Policy Review** (12 - 13 July 2021) = over 500 experts and 3000 viewers (online)
- **Presentations and workshops** to Member States experts groups, civil dialogue groups, agricultural committee and intergroups of the European Parliament etc.

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 agri-food 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 reassess direct and shared-management (dual) model, which the evaluation found is confusing and complex for beneficiaries.

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](https://ec.europa.eu/agri-food/policies/promotion/policy-review/) (europa.eu)

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



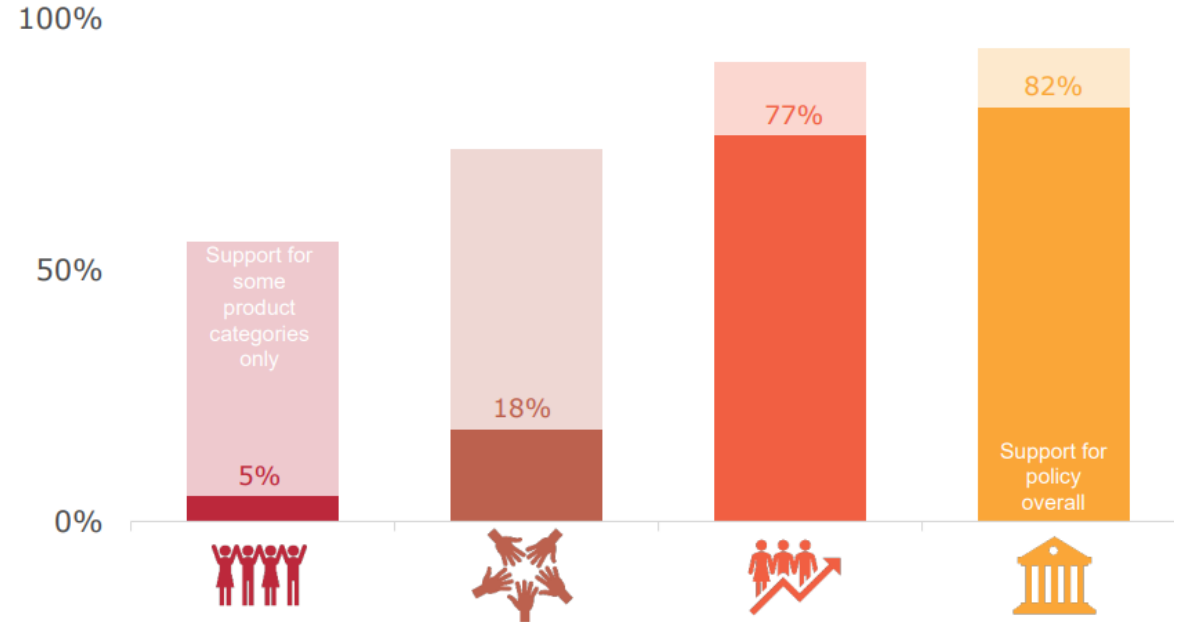
17 Public authorities

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

Indicative Timeframe

CONSULTATION ACTIVITIES

Publish roadmap in the “Have your say” portal outlining policy options (9 February)
Launch Online Public Consultation on policy options (12 weeks) (31 March - 23 June)
Conference of Stakeholders - online (12-13 July)

IMPACT ASSESSMENT

Impact assessment preparation (September 2021 to November 2021)
Hearing with the Regulatory Scrutiny Board (November 2021)
Re-submission to Regulatory Scrutiny Board (February 2022)

LEGISLATIVE PROPOSALS*

* Possible legislative proposals (depending on RSB opinion) **First half of 2022**

References

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

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

➤ **Online 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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