

EU promotion policy for agricultural products

Basic principle and funding opportunities

Lea MAY, Programme Manager Promotion of Agricultural Products, DG AGRI

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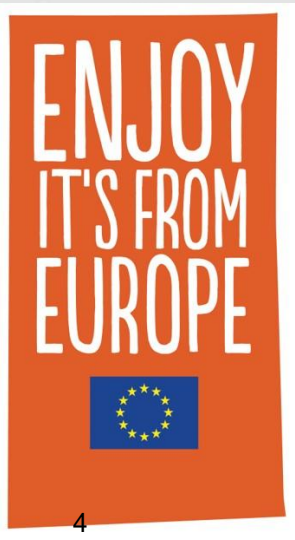


1. Basic principles of EU promotion policy



A strategic tool for diversification and competitiveness

More than
700
campaigns
funded since
2016



Indication of campaigns across the world. The colour indicator changes based on selected filters.



Objectives of the promotion policy

Enhance the **competitiveness of the Union agricultural sector**

Regulation (EU) 1144/2014, Article 2



Increase **awareness of the merits** of Union agricultural products and of the **high standards** applicable to the production methods



Increase the awareness and recognition of Union **quality schemes**



Increase the **competitiveness and consumption of Union agricultural products** and certain food products and to raise their profile both inside and outside the Union



Increase the **market share** of Union agricultural and certain food products, focusing on those markets in third countries that have the highest growth potential

Promotion programmes (grants)

Promotion programmes

Campaigns in the internal market and third countries.

Selected via annual calls for proposals:

- ❑ **Multi** (80% co-funding): organisations from more than one Member State or at EU-level.
- ❑ **Simple** (70-80% co-funding): one or more organisations from one Member State.

What is a promotion programme?



A coherent set of operations: public relations, advertising, PoS promotion, website and social media, events and fairs, etc.



Can be a B2B or B2C campaign in one or more target countries, in the internal or third countries. market



Implemented over a period of at least one but not more than three years.

Economic diplomacy

What are Own Initiatives of the Commission?



Agri-food business missions with the Commissioner



EU pavilions at international trade fairs



Own Promotion campaigns of the Commission in Third Countries

Economic diplomacy

Primarily in third countries.

Planned and implemented by the Commission via procurement:

- ❑ EU agri-food business delegations
- ❑ Fairs
- ❑ Campaigns
- ❑ Market Entry Handbooks

Promotion policy – legal framework

Basic act

- ❑ Regulation (EU) No [1144/2014](#), in force since 1. December 2015

Delegated and implementing acts

- ❑ Commission Delegated [Regulation \(EU\) 2015/1829](#) last amended by [Delegated Regulation \(EU\) 2025/70](#) of 21 November 2024
- ❑ Commission Implementing [Regulation \(EU\) 2015/1831](#) last amended by [Commission Implementing Regulation \(EU\) 2026/1700](#) of 14 July 2026

Other documents and decisions:

- ❑ [Annual Work Programme \(= AWP\)](#)
- ❑ Calls for proposals (calls) for SIMPLE and MULTI programmes on the Funding and Tenders portal (mid-January to mid-April each year)
- ❑ Commission implementing [decision on the selection of the simple programmes](#) concerning promotion of agricultural products



2. Eligibility requirements



Eligible organisations

1

Trade or inter-trade organisations at national or EU level

3

Producer organisations or associations of producer organisations
(recognised at national level)

2

groups of producers and processors active in areas 
of **geographical indications**

4

Agri-food sector bodies responsible for the promotion of agricultural products in the interest of the general public

Eligible products & quality schemes

- ✓ Agricultural products listed in Annex I to the TFEU* other than tobacco
- ✓ Processed products (chocolate, pasta, etc.) in accordance with Annex I to Regulation (EU) No 1144/2014
- ✓ Fishery and aquaculture products: 'basket' approach

- ✓ Spirit drinks with a protected geographical indication
- ✓ Wine: SIMPLE = 'basket' approach (with other products); MULTI = wine alone possible
Internal market = information on quality schemes or responsible consumption



- ✓ Schemes:

EU quality schemes,
national quality schemes



Campaign requirements



- ✓ The main message is the **Union Message**
- ✓ Preferred:  
Use of **EU quality schemes** (e.g. geographical indications)
- ✓ Information provision and promotion measures shall **not** be **brand-oriented or origin-oriented**



Eligible activities – examples

Boost your health with fresh fruits and vegetables from the EU by Dobré družstvo

PŮL TALÍŘE PRO TVÉ ZDRAVÍ

Denní příjem zeleniny a ovoce by měl dosahovat 600 g, včetně zeleniny tepelně upravené, přičemž poměr zeleniny a ovoce by měl být cca 2:1.



Website & social media

Advertising



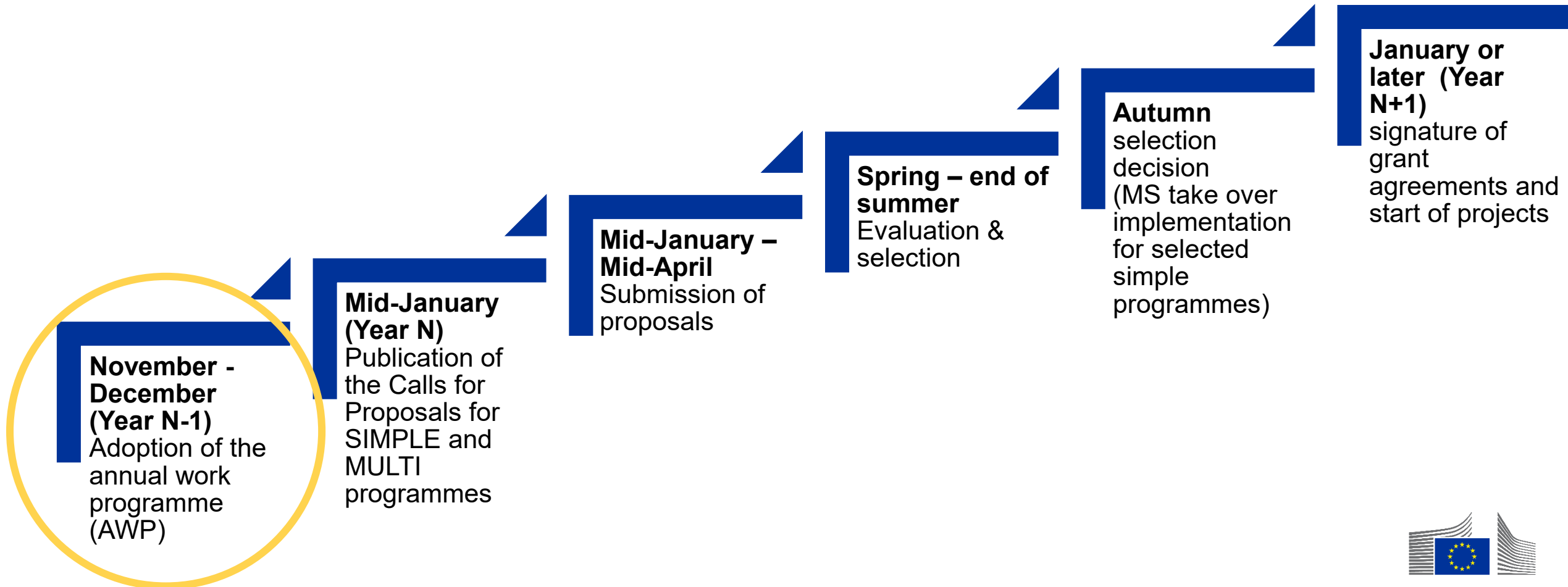
Events and educational activities



3. The funding process & the Annual Work Programme



The funding process - annual timeline



What is an Annual Work Programme (AWP)?

- ❑ is the legal basis for the financing of promotion measures.
- ❑ sets priorities and the corresponding budget.
- ❑ contains arrangements for market disturbances.
- ❑ based on market analysis and experience of previous application rounds
- ❑ includes contributions from Member States (through CMO Committee) and stakeholders (Civil Dialogue Group)



**Available
budget for
2026 AWP**

205 million EUR

**Of which for
SIMPLE**

100 million EUR

**Of which for
MULTI**

60 million EUR



**Own
Initiatives**

10 million EUR

**European
Food
Campaign**

35 million EUR

The [AWP](#) sets the annual budget, as well as general topics, aligned with the political priorities of the European Commission.

Simple programmes in the Internal market	m €
AGRIP-SIMPLE-2026-IM-CHARACTERISTICS	5.5
AGRIP-SIMPLE-2026-IM-EU-QS	13.1
AGRIP-SIMPLE-2026-IM-FRESH-FV	9.9
AGRIP-SIMPLE-2026-IM-ORGANIC	7.6
AGRIP-SIMPLE-2026-IM-SUSTAINABLE	6.6
Simple programmes in Third Countries	
AGRIP-SIMPLE-2026-TC-ALL	46.8
AGRIP-SIMPLE-2026-TC-ORG-SUST	5.5
Market disturbance	5

Multi programmes in the internal market	m €
AGRIP-MULTI-2026-IM	7
AGRIP-MULTI-2026-IM-FRESH-FV	5.7
AGRIP-MULTI-2026-IM-ORGANIC	10.6
AGRIP-MULTI-2026-IM-SUSTAINABLE	13.7
Multi programmes in third countries	
AGRIP-MULTI-2026-TC-ALL	15
AGRIP-MULTI-2026-TC-ORG-SUST	3
Market disturbance	5



2026 submission statistics

Multi programmes

TOPICS	Number of Proposals	Sum of Grant Requested	Budget	%
AGRIP-MULTI-2026-IM	5	12.304.054,17	7.000.000,00	175,77%
AGRIP-MULTI-2026-IM-ORGANIC	2	3.053.881,41	10.600.000,00	28,81%
AGRIP-MULTI-2026-IM-SUSTAINABLE	4	6.288.562,66	13.700.000,00	45,90%
AGRIP-MULTI-2026-IM-FRESH-FV	2	5.682.949,70	5.700.000,00	99,70%
AGRIP-MULTI-2026-TC-ALL	11	26.394.906,59	15.000.000,00	175,97%
AGRIP-MULTI-2026-TC-ORG-SUST	0	0,00	3.000.000,00	0,00%
TOTAL MULTI	24	53.724.354,53	55.000.000,00	97,68%

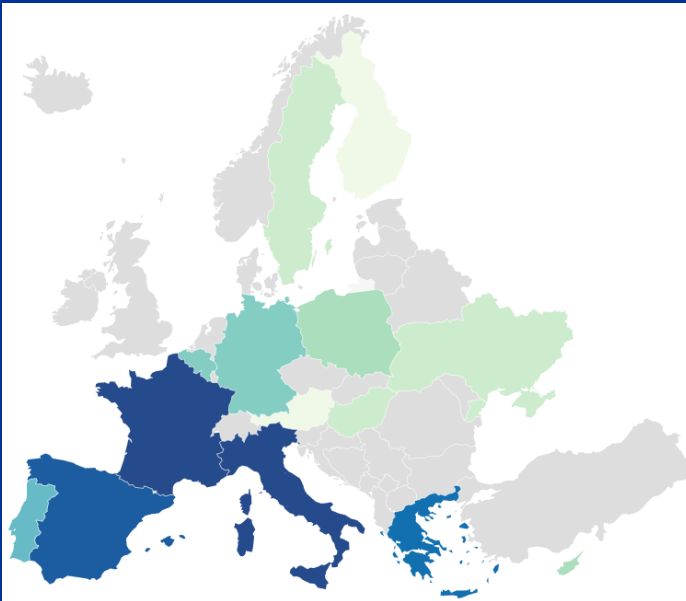
Simple programmes

TOPICS				
AGRIP-SIMPLE-2026-IM-EU-QS	31	40.556.850,40	13.100.000,00	309,59%
AGRIP-SIMPLE-2026-IM-ORGANIC	11	16.600.312,35	7.600.000,00	218,43%
AGRIP-SIMPLE-2026-IM-SUSTAINABLE	11	11.507.578,90	6.600.000,00	174,36%
AGRIP-SIMPLE-2026-IM-FRESH-FV	10	15.784.499,92	9.900.000,00	159,44%
AGRIP-SIMPLE-2026-IM-CHARACTERISTICS	15	21.782.413,19	5.500.000,00	396,04%
AGRIP-SIMPLE-2026-TC-ALL	97	205.363.543,82	46.800.000,00	438,81%
AGRIP-SIMPLE-2026-TC-ORG-SUST	8	14.459.744,41	5.500.000,00	262,90%
TOTAL SIMPLE	183	326.054.942,99	95.000.000,00	343,22%

2026 submission statistics

MULTI programmes

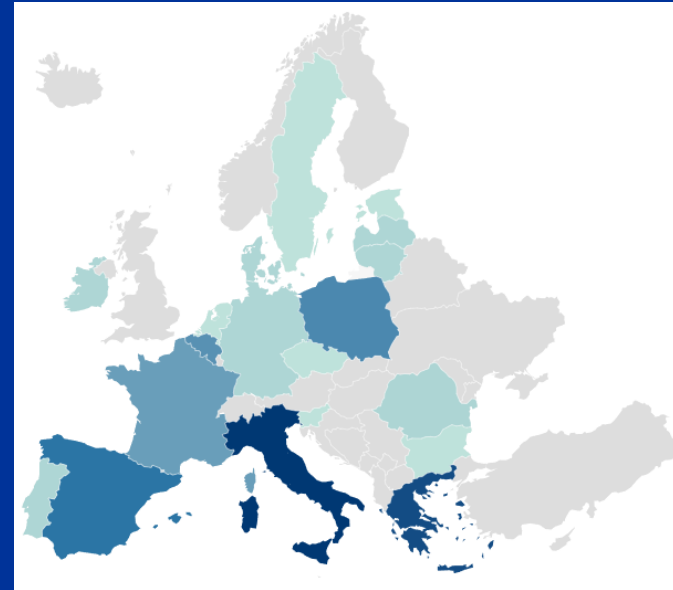
11 MS



Member State	n° of proposals
AT	2
BE	1
EL	5
ES	3
FR	3
HR	1
IT	2
LT	1
NL	1
PL	3
PT	2
TOTAL	24

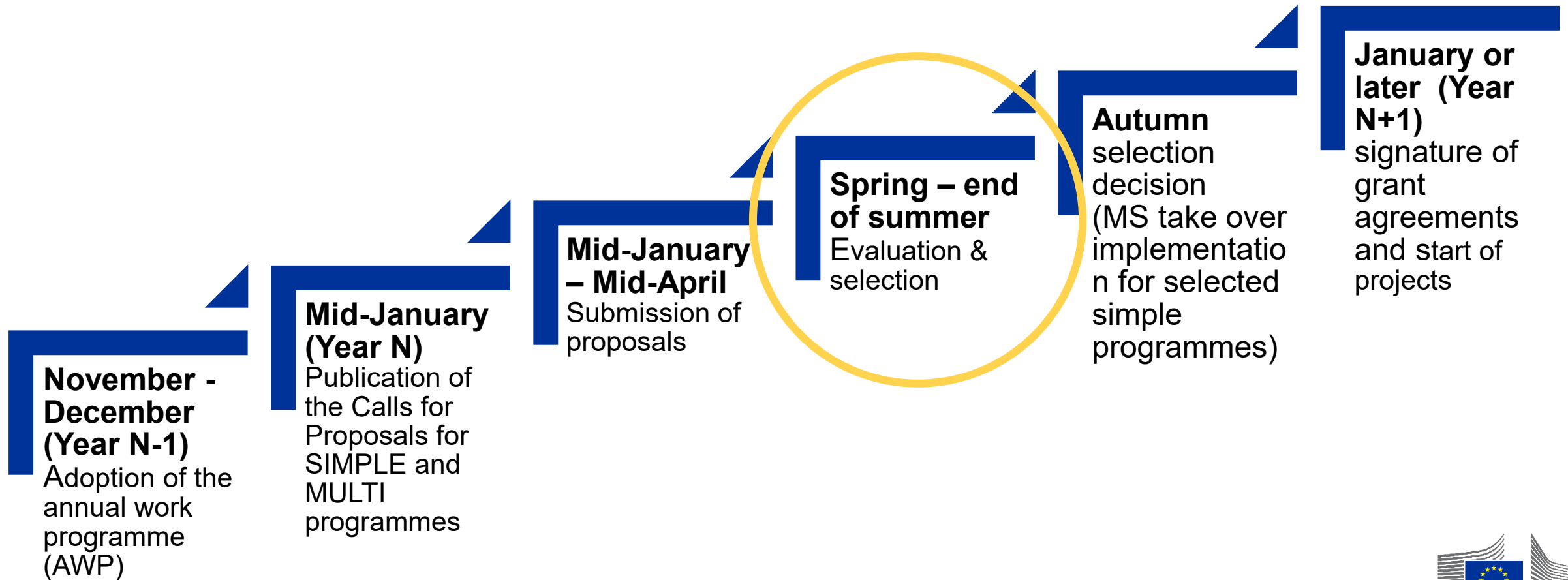
SIMPLE programmes

17 MS



Member State	n° of proposals
BE	3
BG	2
DE	2
DK	4
EL	58
ES	19
FR	15
IE	1
IT	43
LT	1
LV	2
NL	1
PL	18
PT	6
RO	5
SE	1
SI	2
TOTAL	183

The funding process - annual timeline



Selection Decision

The selection of simple programmes for the promotion of agricultural products is published on the EU Commission Homepage:
[Promotion of EU farm products - European Commission](#)



Page contents

- Promotion at a glance
- Annual work programme
- Funding for promotion campaigns
- Documents

Selection decision 2025

Previous selection decisions can be found in the [documents](#) section.

29 OCTOBER 2025
Commission implementing decision on the selection of the simple programmes concerning promotion of agricultural products for 2025

English (98.94 KB - PDF) [Preview](#) [Download](#)

Other languages (19)

29 OCTOBER 2025
Commission implementing decision – Annexes (2025)

List of programmes selected for Union's financial contribution as referred to in Article 1

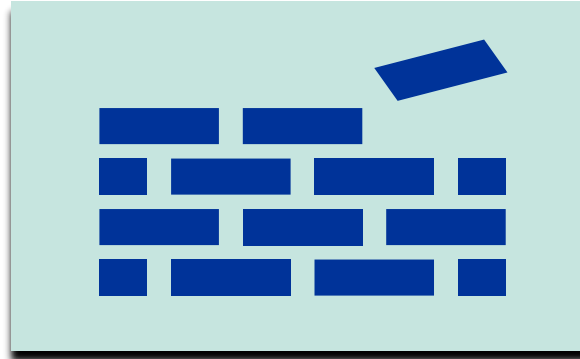
Topic	Member State	Prog. No	Proposal Number	Proposal Acronym	Coordinator/Proposing organisation	Products	Target country	Proposal Duration	Estimated total costs in EUR	Maximum grant amount in EUR
AGRIP-SIMPLE-2024-IM-CHARACTERISTICS	FR	1	101194173	FreerangePoultryEgg2	SYNALAF	Eggs, Poultry meat (fresh, chilled and frozen)	Belgium, France, Germany	36	3.306.593,00 €	2.314.615,10 €
AGRIP-SIMPLE-2024-IM-CHARACTERISTICS	BG	1	101194384	UnEgg	Bulgarian Poultry Union	Eggs	Greece, Romania	36	959.208,00 €	671.445,60 €
AGRIP-SIMPLE-2024-IM-CHARACTERISTICS	ES	1	101194403	Zumos y Gazpachos EU	Asociacion Nacional de Fabricantes de Zumos y Gazpachos	Preparations of vegetables, fruit or nuts (incl. table olives)	Portugal, Spain,	36	1.137.685,00 €	796.379,50 €
AGRIP-SIMPLE-2024-IM-CHARACTERISTICS	BE	1	101194379	CONFIT	VLAM	Fruit (fresh or dried)	Italy	36	788.698,00 €	552.088,60 €
AGRIP-SIMPLE-2024-IM-CHARACTERISTICS									6.192.184,00 €	4.334.528,80 €
AGRIP-SIMPLE-2024-IM-EU-QS	FR	2	101194140	Grande Provence InEU	CRA PACA	Bovine meat (fresh, chilled and frozen), Cereals, Fruit (fresh or dried), Honey and beekeeping products, Meat preparations, Olive oil, Other eligible products, Sheep and goat meat (fresh, chilled and frozen), Wine, cidre and vinegar	France	36	515.000,24 €	360.500,17 €
AGRIP-SIMPLE-2024-IM-EU-QS	ES	2	101194339	RiasBaixas_DoDehesa	CONSEJO REGULADOR DE LA DENOMINACIÓN DE ORIGEN RIAS BAIXAS	Pork meat (fresh, chilled and frozen), Wine, cidre and vinegar	Spain	36	3.002.614,00 €	2.101.829,80 €



2027 AWP – work in progress: three novelties



Strengthening
resilience of agri-food
sector through
diversification of target
markets



Improve access for
small proposals
through dedicated
budget



Widen participation
across Member States
through new support
for programme
development and
implementation

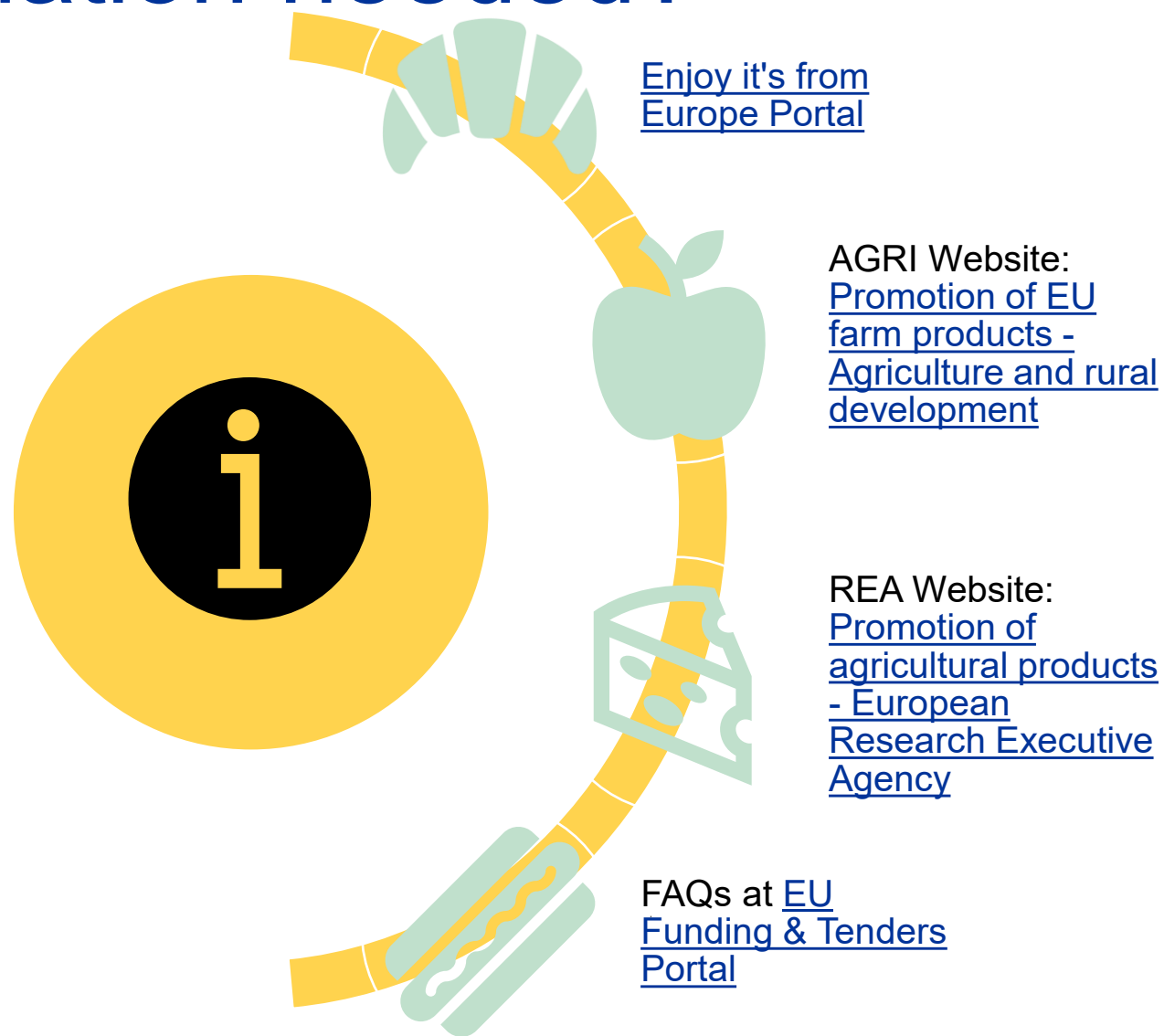


The annual work programme 2027 has not yet been validated internally and may be subject to change



4. Information – more sources

More information needed?



Life cycle of programmes for the promotion of EU agricultural products

APPLICANTS

PROJECT PREPARATION STAGE

- Applicants search for project partners
- Guidelines are provided to help applicants draft and submit a proposal
- If applicants from several Member States or EU level organisation
 - > multi programme proposal
- If applicants from one Member State only
 - > simple programme proposal

PARTICIPANT PORTAL

PROJECT SUBMISSION STAGE

- Projects are submitted through the [online participant portal](#)
- Project submission forms and pre-defined templates for the project proposal and the detailed budget must be completed

European
Commission

REA
European
Research
Executive
Agency
(hereinafter Agency)

REA

PROJECT EVALUATION STAGE

- Evaluation of projects is carried out in strictest confidence
- Three external experts assess the quality of each proposal and assign a score
- External experts establish a list ranked by score for each of the priority topics listed in the relevant call
- The Evaluation Committee (composed of Agency and EC staff) examines the assessment made by external experts and confirms the outcome of evaluation

REA

MULTI PROGRAMMES

Multi programmes are programmes submitted by at least 2 proposing organisations (which are from at least 2 Member States) or by one or more Union organisations

AWARD DECISION

- Co-financing of **multi programmes** is awarded by REA.
- The list of **simple programmes** to be co-financed is adopted by a Commission Decision.

PROJECT ADAPTATION PHASE

Successful applicants proceed to adaptation of projects in line with recommendations of the Evaluation Committee

COMMISSION DECISION

European Commission approves the list of simple programmes to be co-financed taking into account the adaptations to be made for each project following the evaluation

GRANT SIGNATURE

- Successful applicants sign the grant agreements
- For multi programmes, REA invites successful applicants to proceed with grant agreement preparation
- For simple programmes, this step (along with follow-up grant implementation) is performed by the competent **national authorities** in the Member State of the applicants

GRANT IMPLEMENTATION

- Reporting and payments 1x year
- Obligation to submit project deliverables
- Follow-up of project indicators
- Project evaluation carried out by external bodies

MEMBER STATES

SIMPLE PROGRAMMES

Simple programmes are programmes submitted by one or more proposing organisations which are all from the same Member State

EUROPEAN COMMISSION

MONITORING/EVALUATION OF THE POLICY

- Agency/European Commission to control proper implementation
- European Commission reports to the Council/European Parliament

LEGISLATORS

Basic Regulation

- Regulation of the European Parliament and the Council (EU) No 1144/2014
- Commission Delegated Regulation (EU) No 1829/2015
- Commission Implementing Regulation (EU) No 1831/2015

EUROPEAN COMMISSION

Annual Work Programme

- EC sets out the priorities, including the allocation of resources, with involvement from stakeholders and Member States
- Work programme defines the eligibility, exclusion, selection and award criteria to be applied

REA

Calls for Proposals

- Once a year, a call for proposals is planned for simple and multi programmes
- Additional calls can be published in case of serious market disturbance

- Depending on the budget availability, co-financing is awarded to the highest-ranking proposal(s)
- A reserve list of projects is made, which can be funded in case additional budget becomes available

Thank you



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