



EU Promotion policy for agri-food products

ETPOA meeting 30 June 2020

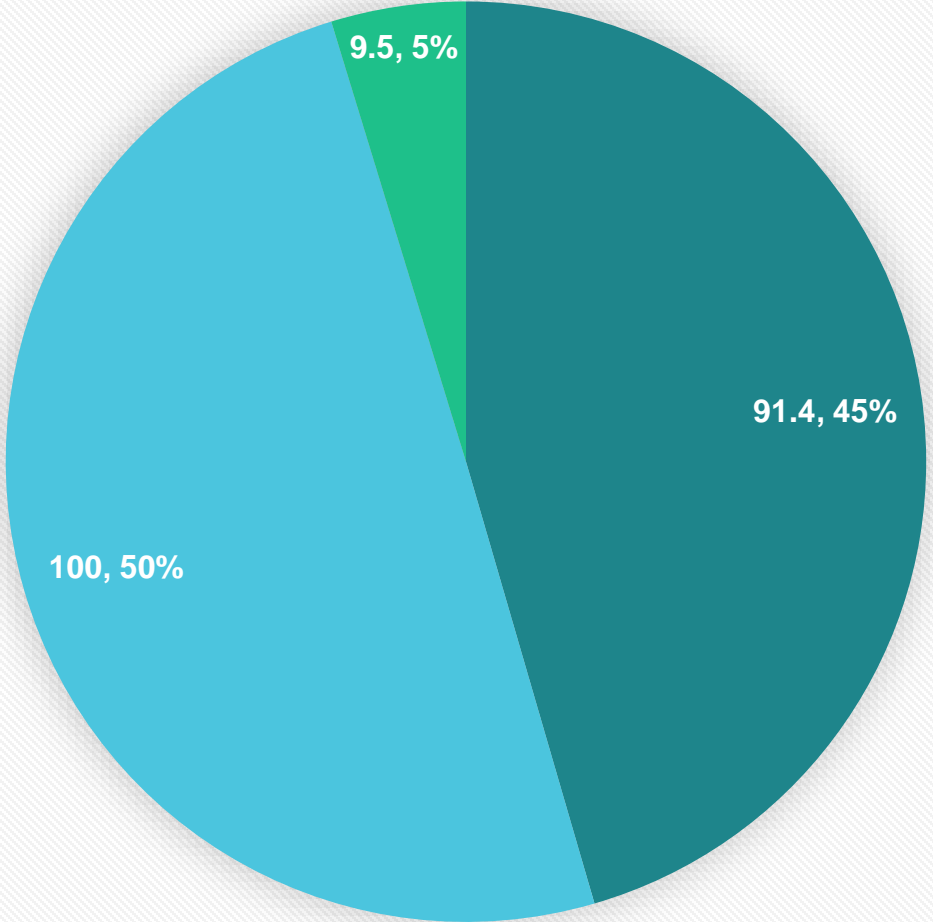
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EU promotion policy: available budget

2020 Work Programme (mio EUR)



■ MULTI Promotion programmes ■ SIMPLE Promotion programmes ■ EC Own Initiatives

Promotion programmes

- Available for organisations from individual MS (simple programmes) or from multiple MS/EU organisations (multi programmes)
- More info (eligibility, selection, timeline, useful resources):
<https://ec.europa.eu/chafea/agri/en/funding-opportunities>

COVID-19: adapting along the way

- Annual Work Programme for 2020:
 - Ongoing programmes → adaptations, suspensions, guidance
 - 2020 calls for proposals → deadlines extended to 3 June 2020
- Own initiatives under 2020 budget:
 - Adaptations of campaigns (timing, activities)
 - Postponements/cancellations
 - Development of new innovative event formats (eg: SPS seminars)

COVID-19: Additional calls for proposals

- Annual Work Programme for 2020:
 - Actions in case of serious market disturbance, loss of consumer confidence or other specific problems
 - Complementary to exceptional measures taken in accordance with Part V, Chapter 1 of Regulation (EU) No 1308/2013 and when the promotion actions would be an adequate response to the event
 - €5 million for multi programmes and €5 million for simple programmes, both of 1 year duration
 - 85 % of the eligible expenditure

COVID-19: Additional calls for proposals

- Simple and multi calls for proposals [published](#) on 30 June
- Sectors: fruit and vegetables; wine; live plants; milk and milk products; potatoes for transformation.
- Programmes to be implemented in the internal market or in any third country
- Indicative timetable:

Publication of the call for proposals	30/06/2020
Deadline for submitting applications	27/08/2020 17:00 CET
Selection decision	November 2020
Starting date of the action	> 01/01/2021

Promotion policy - Perspectives

- **2021 annual work programme in preparation**
 - Presentation will be given during the meeting of the Civil Dialogue Group on Quality and Promotion, 3 July 2020 (adoption in Nov. 2020)
- + Upcoming review of the promotion policy
- references in the Farm to Fork Strategy
 - external evaluation
 - open public consultation (> 11/9/2020) on [Have your say portal](#)

Commission's Own Initiatives: The Toolbox

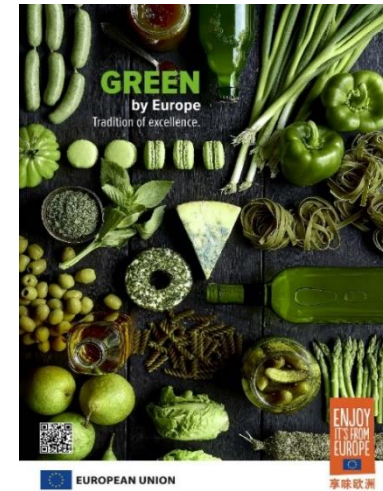
High Level Missions:
Commissioner &
Business Delegates



EU Pavilions
at major
international fairs



Communication
Campaigns



Quality/SPS Seminars



+FREE Market Entry Handbooks:
<https://ec.europa.eu/chafea/agri/enter-new-markets/market-information>

High Level Missions

- Commissioner with 40-80 Business Delegates selected by the Commission
- Balanced representation of MS and sectors
- Political programme of the Commissioner + business programme for Business Delegates
- Mainly market access & market intelligence activities
- **HLM to Vietnam and Singapore postponed until 2021**

EU pavilions at international fairs

- **Objective:** to communicate about merits of EU agri-food products (safety, quality, authenticity)
- Balanced representation of products from all MS, different sectors

EU pavilions in Asia

SIAL China:
postponed to 28-30
September 2020

Foodex Tokyo:
cancelled, next show in
2021

FHA Singapore:
postponed to 2021

Other EU pavilions

EU pavilion at **ANTAD
Alimentaria
Guadalajara:**
postponed to 14-16
October 2020

Communication campaigns

- **Objective:** to communicate about merits of EU agri-food products (safety, quality, authenticity)

- **Target audiences:**

B2B: importers, distributors, retailers, HORECA

B2C: affluent consumers

Media

- **Typical activities:**

Supermarket promotion

Business seminars

Online advertisement

Influencers engagement

Communication campaigns

- China: “Colours by Europe” (2019-2022)
- Japan: “Perfect Match” (2019-2021)
- Middle East: “More Than Food” (2019-2021)
- Canada: “More Than Food” (2019-2020)
- Vietnam: “Perfect Match” (2020-2021)
- Singapore: “More Than Food” (2020-2021)
- Mexico: “Bites of Europe” (2020-2022)



SPS/Quality seminars

- **Objective:** to communicate about EU food safety and quality standards; to help bring down market access barriers
- **Target audience:** national authorities, business, media

- **Planned in Asia:**

Vietnam: postponed to 8-9 October 2020 (tbc)

China: December 2020 tbc

Japan: 2021

*All possibly in hybrid physical/online format

- **Planned in Africa:**

South Africa: postponed to June 2021 tbc

Nigeria: 2021 tbc

Questions and discussion



More info on Commission's promotion campaigns:

<https://ec.europa.eu/chafea/agri/en/campaigns/commission-campaigns-events>



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