



European Commission
Agriculture and Rural Development



EU support to Promotion of Agricultural Products

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Principles of EU promotion policy

- **Generic information and promotion of European agricultural products**
- **Measures shall not favour particular brand names or product origins**
- **Messages on product characteristics and general themes : quality, nutritional value, safety, traceability, production methods, product image**
- **Limited budget – seeking for multiplication effect: boosting measures by the MS and encouraging private initiatives**



Regulatory Framework

- **Council Regulation 2826/2000: Generic promotion measure on the **Internal Market**.**
- **Commission Reg. 1071/2005: application rules**
- **Council Reg. 2702/1999 and Commission Reg. 2879/2000: Promotion measures in **Third Countries**.**
- **Rural development programmes (Council Reg. 1257/1999, Art. 24): support to producer groups for promotion of quality products**



Generic promotion: how does the system work?

- **Initiative by professional organisations representing the sector**
- **Co-financing: EU 50%, proposing professional organisation minimum 20%, Member State to top up**
- **Shared management between the Commission and the Member State**



- **MS competent authority**
 - Publishes calls for proposals
 - Pre-selects proposals
 - Signs contracts with the professional organisations

- **Payments of the EU share to the MS paying agency**

- **Monitoring committees: the MS, the Commission and the proposing organisation**

- **Control: primary responsibility in the MS**



Presentation of proposals

- **By a professional organisation to the MS competent authority**

- **In exceptional cases by the MS directly to the Commission**

- **With a form provided by the Commission
(available on the DG Agri website)**

http://europa.eu.int/comm/agriculture/prom/index_en.htm

- **Two presentation dates per year:**

Internal market programmes : 30.11 (MS) – 15.2. (Commission)

Third country programmes : 31.3. (MS) - 30.6. (Commission)



Eligible products and themes – Internal market programme

Annex to Regulation 1071/2005

Indicative guideline for each product and theme

- **Fresh and processed fruit and vegetables**
- **Fibre flax**
- **Plants and flowers**
- **Olive oil and European seed oils**
- **Quality meat**
- **Milk and milk products**
- **Beekeeping products**
- **Quality wines**
- **EU labelling system for eggs**
- **Designations of origin: PDO, PGI, TSG**
- **Organic production and products from organic farming**
- **Logo for outermost regions**



Eligible products – Internal market programmes

- **Annex to Regulation 1346/2005**
 - **Fresh and processed beef, veal and pigmeat**
 - **Quality poultry meat**
 - **Milk products**
 - **Olive oil and table olives**
 - **Wines with a geographical indication**
 - **Spirit drinks with a geographical indication**
 - **Fresh and processed fruit and vegetables**
 - **Products processed from cereals and rice**
 - **Fibre flax**
 - **Plants and flowers**
 - **Designations of origin: PDO, PGI, TSG**
 - **Organic production and products from organic farming**



Generic promotion : implementation of actions

- > By professional communication or PR agencies selected by the proposing professional organisation through a competitive procedure**
- > The selected implementing organisation to be accepted by the MS and the Commission before signature of the contract**
- > In exceptional, duly justified cases the proposing organisation may implement part of the programme itself**



EU Budget appropriations for promotion measures (mio €)

	2004	2005	2006
Co-financed programmes			
- Internal market	39,0	48,5	42,0
- Third countries	9,5		
Implementation rate %	56,1	62,5	
Direct contracts by the Commission			
- Internal market	3,0	11,0	10,0
- Third countries	8,0		

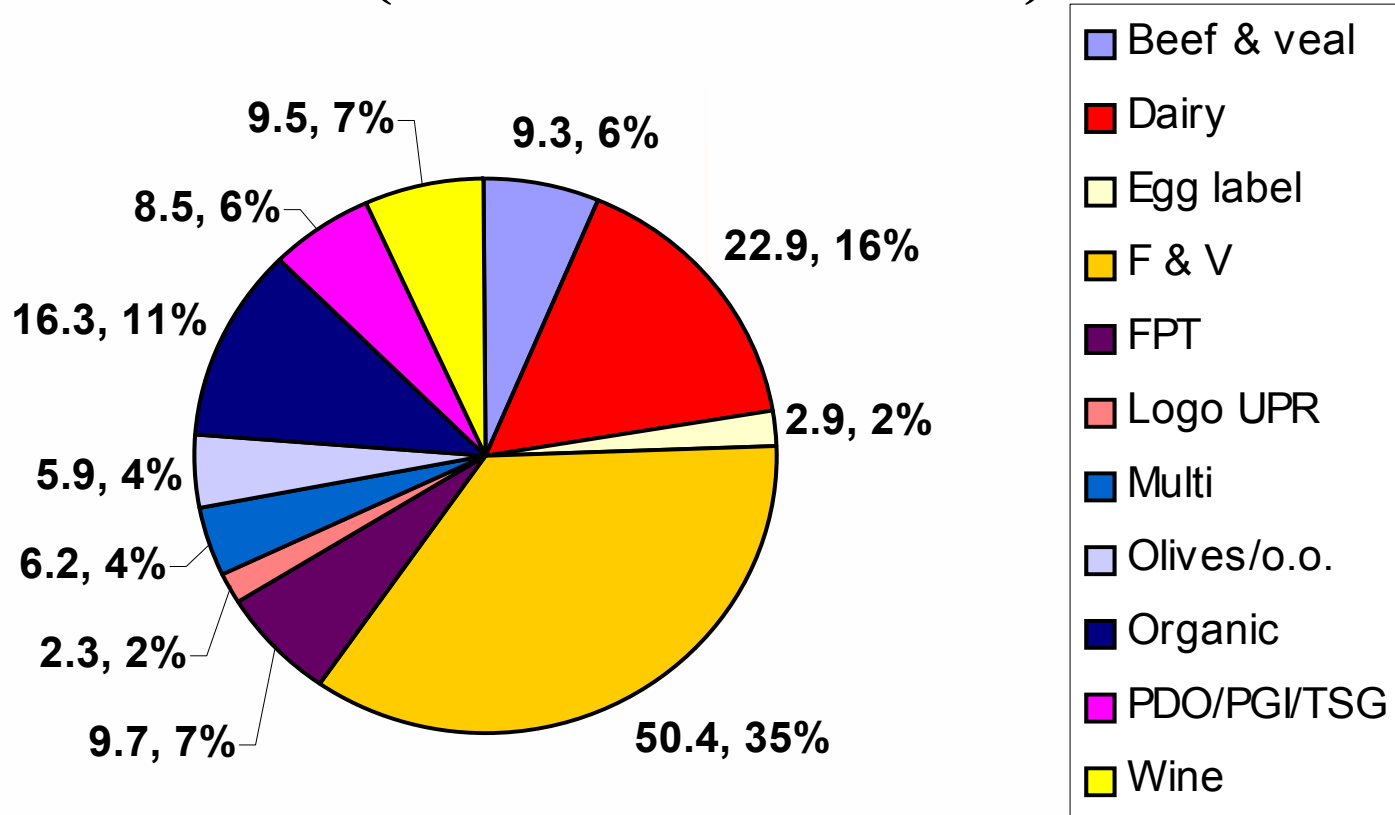


Promotion of Agricultural Products



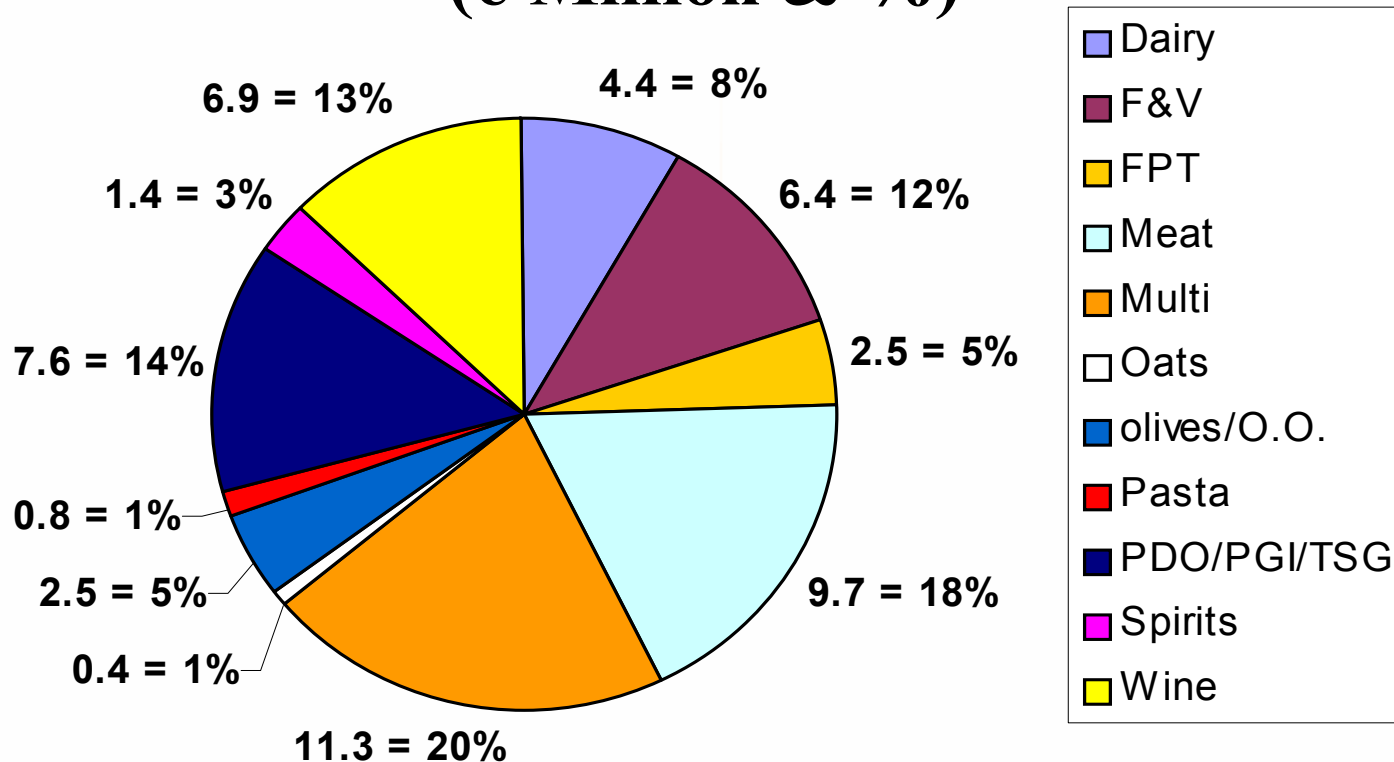
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EU Contributions to internal market promotion by sector (€ Million from 2002)





EU contributions to 3rd country promotion by sector (€ Million & %)





Examples of successful programmes

European Chicory

By French, Dutch and Belgian chicory producers

- **2002 - 2005; total budget 1,9 mio €**
- **Target countries: Germany and Italy**
- **Objective: To increase chicory sales by demonstrating its product benefits**
- **Main actions:**
 - **Tastings and other in-store promotion**
 - **POS material, consumer contest, visits of merchandisers**
- **- PR: consumer and trade press; visits of journalists to FR**
- **- Advertising in consumer and trade press.**
- **Results**
- **- 14 % increase in turnover and 27 % increase in sales/day in targeted point of sales (Germany)**



Citrus fruit

Spanish inter-profession Intercitrus

- **2002 – 2005; (€M 7,99); 2005-2008 (€M 9)**
- **Target countries, BE, DK, IRL, NL AU, FI, SE, PL, CZ, HU**
- **Objective: increase consumption in non-producing countries**
- **Target audience: persons responsible for family shopping, age 25-45, with children**

- **Main actions:**
 - **Media: advertising TV & radio, diversified by target country**
 - **PR actions towards the press**
 - **Special actions for consumers varying by target country**

- **Results (preliminary estimates of media results)**
 - **Total number of contacts 192,1 million**
 - **Increasing or stable demand in most target countries, while demand for f&v generally stagnating**

