

**Voluntary Report** – Voluntary - Public Distribution

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**Report Name:** EU 2025 Promotion Programs for Agricultural Products

**Country:** European Union

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**Report Category:** Agriculture in the News

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**Report Highlights:**

The European Commission will allocate €132 million (approximately \$138 million) towards promotion activities for EU agri-food products in 2025.

On December 13, 2024, the European Commission announced the allocation of €132 million (approximately \$138 million) towards promotion activities for EU agri-food products in 2025. This is a sharp decrease (-29 percent) from the 2024 budget which was set at €185.9 million due to budgetary constraints.

The promotion program funding will be split between promotion in the EU internal market (€58.6 million) and in third countries (€63.4 million). Outside the EU, countries and regions with high growth potential are identified as main promotion targets. This includes China, Japan, South Korea, Singapore and North America. €9.3 million are specifically earmarked for campaigns in Canada, the United States, and Mexico. The same amount as in 2024.

The European Commission wants to prioritize campaigns focused on the EU's quality schemes, in particular Geographical Indications and traditional specialty guaranteed (TSG) with an earmarked budget of €17.1 million. The Commission also wants to focus on healthy and balanced diets with €12.7 million to stimulate the consumption of fresh fruit and vegetables in the European Union.

Speaking on the release of the program, Agriculture Commissioner Christopher Hansen said: *“The EU's agri-food sector is a global export powerhouse. Our products and culinary heritage are renowned all over the world, and rightly so. I am delighted that we can keep promoting them next year with a budget worth €132 million. We can be proud of the way we produce food here in the EU. “Enjoy, it's from Europe” is our brand and we need to make sure it is recognised and understood across the globe, to get the best value for our farmers and producers.”*

### **Background:**

EU promotion programs for agricultural products have been available to EU farmers through a range of provisions in the Common Agricultural Policy since 2001. Current programs are regulated by [Regulation \(EU\) 1144/2014](#). A key element of the EU's promotion policy called "Enjoy! It's from Europe" is the adoption of annual work programs that set out strategic priorities for promotion measures in terms of products, schemes, target markets, and available resources. The objective is to adapt the program each year to emerging market opportunities and the needs of certain sectors.

There are two types of promotion programs: “simple promotion programs” and “multi promotion programs”. A simple program is a promotion program submitted by one or more proposing organizations from the same Member State, while multi promotion programs are to be submitted by at least two proposing organizations from at least two Member States or one or more European organizations. Simple programs for wine must be associated with at least one other product, for example wine and cheese. Simple programs are managed by the Member States’ national authorities, while multi programs are managed by the European Commission’s Consumers, Health, Agriculture and Food Executive (CHAFEA) Agency.

### **Attachments:**

No Attachments.