

Voluntary Report – Voluntary - Public Distribution

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Report Name: European Commission Publishes its 2023 Promotion Programs for Agricultural Products

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Report Category: Agriculture in the News

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Report Highlights:

The European Commission will allocate €185.9 million (approximately \$197.4 million) in 2023 for the promotion of European Union agri-food products. This program will focus on the promotion of agri-food products that align with the objectives of the EU Green Deal and Farm to Fork strategy.

On December 16, 2022, the European Commission [announced](#) the allocation of €185.9 million (approximately \$197.4 million¹) towards promotion activities for EU agri-food products in 2023. This funding will be split between promotion campaigns for the EU internal market and third countries at €83.3 million (\$88.5 million) and €83.1 million (\$88.2 million), respectively.

Similarly to last year, the promotion of agri-food products that align with the EU Green Deal and the Farm to Fork strategy will be a priority. The Commission announced that it will favor 2023 promotion projects that advance its objectives of sustainable EU agriculture, animal welfare and the consumption of fresh fruit and vegetables, and of healthy and sustainable diets. Therefore, €28 million (\$29.7 million) are earmarked to promote organic products, while an additional €36 million (\$38.2 million) are set aside to support the promotion of sustainable agriculture practices beneficial for the climate, environment, and animal welfare along with the consumption of sustainably produced agri-food products. Additionally, €19 million (\$20.1 million) will be specifically earmarked for the promotion of fresh fruit and vegetables.

Speaking on the release of the program, Agriculture Commissioner Janusz Wojciechowski said: “European farmers have showed great resilience in the face of several disruptions and high costs in the last year. The promotion of European agri-food products and their quality, in the EU and worldwide, is an important dimension of the Commission’s support to farmers and producers. Our promotion policy helps them in finding new markets and spreading the reputation of their products. The EU is the world’s top exporter of agri-food products thanks to our productivity and recognised excellence.”

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.

¹ Based on an exchange rate of 1 USD = 0.9417 Euro – [European Central Bank](#)

As part of the Farm to Fork Strategy, the European Commission announced that it would review the European Union’s policy on the promotion of agricultural products both inside and outside the Union, with the aim of “enhancing its contribution to sustainable production and consumption”. The F2F specified that, in relation to meat, that review should focus on how the EU can use its promotion program to support the most sustainable, carbon-efficient methods of livestock production. The F2F also called for the promotion program to help boost demand for organic products. For more information, please see [GAIN Report: Review of the EU Policy on the Promotion of Agricultural Products](#). While the proposal was expected to be published in 2022, its release has been delayed.

Attachments:

No Attachments.