

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## EU-28

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### **European Commission Increases Budget of its Promotion Program**

**Report Categories:**

Agriculture in the News

Policy and Program Announcements

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**Report Highlights:**

On January 15, 2019, the European Commission announced an increase of its budget allocated to its programs to promote European agricultural products within the EU and around the world.

**General Information:**

On January 15, 2019, the European Commission [published](#) in the EU's Official Journal calls for proposals for its programs to promote European agricultural products within the EU and around the world.

In the 2019 EU budget, 191.6 million euros are available for the promotion of European agri-food products by European trade organizations, producer organizations and agri-food bodies. This represents an increase of 12 percent compared to the budget allocated in 2018. The Commission has announced its intention to have a budget of 200 million euros available by 2020 for the promotion of EU food. As discussed below, these programs target both EU consumers and global consumers.

Within the EU, 102.6 million euros is earmarked to promote the value of traditional products, geographical indications, and the importance of consuming fresh fruit and vegetables to EU residents. The Commission budgeted 89 million euros to fund public outreach campaigns in third countries to enhance the competitiveness and consumption of EU agri-food products, raise their profile and increase their market share in these targeted countries. Within the budget for third-country outreach, the Commission earmarked 22 million euros for promotion in Canada, the United States, Mexico and Colombia. For Asia, the Commission earmarked 25.25 million euros for promotional activities in China, Japan, South Korea, Taiwan, the South East Asian region and Southern Asia. As a separate line item, 2.5 million euros are earmarked for the promotion of table olives in third countries; this may be the consequence of the decision taken in August 2018 by the U.S. Department of Commerce to impose antidumping and countervailing duties on imports of table olives from Spain, following a complaint filed by the U.S. industry.

**More information:**

- [GAIN E18063 The EU's Promotion Programs for Agricultural Products in 2018](#)
- [GAIN E17024 EU Export Promotion Programs for Agricultural Products](#)
- [EU Commission 2019 Work Program](#)