

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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European Union increases budget to promote agri-food products global

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Report Highlights:

The European Commission published a call for proposals for promoting European agricultural products within the EU and around the world, with a special focus on promoting EU geographical indications and organic products.

The European Commission [launched](#) its 2018 call for proposals for its programs to promote European agricultural products within the EU and around the world.

This year 169 million euros will be available for European trade organizations, producer organizations and agri-food bodies to promote European agri-food products. This is a steep increase of 19 percent compared to 2017 and the Commission already announced that they aim to have 200 million euros available for 2020.

Around 110 million euros are specifically earmarked to promote food in target markets for the European Union such as Japan, South Korea, China, Canada, Mexico, Colombia, Australia and New Zealand. These countries are considered key markets for the European Union due to Free Trade Agreements (FTAs) in place. More information about the budget allocations for each region can be found [here](#).

Phil Hogan, European Commissioner for Agriculture and Rural Development announced that through these promotion campaigns, the EU also wants to highlight EU quality schemes and labels such as geographical indications (GIs) or organic products overseas. He notably [stated](#) “*the EU is the best address in the world for high-quality food*”. The Commission will provide a budget of 32.1 million euros specifically dedicated to the promotion of EU quality scheme products. This is an integral part of the wider European [Trade for All Strategy](#) through which the EU is actively, in multilateral and bilateral negotiations, promoting EU geographical indications.

The EU system for protecting geographical indications has become as point of contention as they have the potential to limit exports of a wide variety of U.S. agricultural products, particularly in countries where the EU has negotiated FTAs.

More information:

- [EU Export Promotion Programs GAIN report](#)
- [Priorities and budget allocations - Promotion of EU farm products](#)
- [Commission Work Programme for 2018 – Promotion of EU farm products](#)
- [European Commission’s press release](#)