

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Voluntary - Public

Date: 10/30/2018

GAIN Report Number: E18063

EU-28

Post: Brussels USEU

The EU's Promotion Programs for Agricultural Products in 2018

Report Categories:

Agricultural Situation

Agriculture in the News

Policy and Program Announcements

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Report Highlights:

In 2018, the European Commission allocated a total of EUR 172.5 million to 79 programs for the promotion of the European Union's (EU) agri-food products both in Europe and worldwide. The focus is on promoting EU quality schemes and labels such as Geographical Indications (GIs) and organic products, especially in export markets outside of the EU. There are 23 programs that apply to the fruit and vegetables sector, other sectors include cheese and dairy products.

General Information:

The European Commission approved 79 programs in 2018 allocating a total of EUR 172.5 million for the promotion of EU agri-food products. This is a steep increase of 29 percent compared to 2017 and the Commission aims to make EUR 200 million available by 2020.

	2016		2017		2018	
	Number of programs	Funding granted (in EUR million)	Number of programs	Funding granted (in EUR million)	Number of programs	Funding granted (in EUR million)
Simple	60	94	52	88	58	97
Multi	6	17	10	45	21	75.5
Total	66	111	62	133	79	172.5

There are 58 simple promotion programs, submitted by one or more proposing organizations from the same member state (MS), eligible to receive EUR 97 million. The remaining EUR 75.5 million will fund multi-MS programs, submitted by at least two organizations from at least two MS. Organizations from nineteen different MS have applied for promotional funds. The programs will be set up over the next 3 years. The main sector is fruits and vegetables with 23 programs. Other sectors include meat and meat preparations, cheese and dairy products.

The focus for the [2018 annual work program](#) is the promotion of EU quality scheme products, such as Geographical Indications (GIs) and organic products, in third countries. The work program provides for a specific measure that allocates EUR 21 million to six multi-programs ([MULTI - topic D](#)) of which three programs target the United States. The measure is part of the wider European [Trade for All Strategy](#) through which the EU is actively promoting GIs, in multilateral and bilateral negotiations.

Particularly in countries where the EU has negotiated Free Trade Agreements (FTAs), GIs have the potential to limit exports of a wide variety of U.S. agricultural products.

The EU considers Japan, South Korea, China, Canada, Mexico, Colombia, Australia and New Zealand as key target markets, with the greatest potential for growth, due to the FTAs in place or under negotiation. The total budget allocated to the promotion of agricultural products outside of the EU amounts to EUR 96.5 million, for both the single (EUR 75 million) and multi-MS programs (EUR 21 million). Funding is available for other markets, for example, the Middle East and North Africa.

A specific measure targeting the United States, as well as Canada, Mexico and Colombia, includes 12 single programs approved for EUR 22.7 million. In 2016, EUR 12 million was allocated to promotion programs in the United States and Canada. In 2017, EUR 11.6 million was earmarked for programs in the United States, Canada, and Mexico.

Sources/Links:

- [GAIN E18009 European Union increases budget to promote agri-food products global](#)
- [GAIN E17024 EU Export Promotion Programs for Agricultural Products](#)

- [European Commission's press release](#)
- [Promotion of EU farm products](#)
- [2018 annual work program - budget allocations and priorities](#)
- European Commission Consumers, Health, Agriculture and Food Executive Agency ([CHAFEA](#)):
 - [List of simple selected programs](#)
 - [List of multi selected programs](#)