



Promotion of agricultural products

Annual Work Programme 2024

National Info-Day in Finland

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*European Commission
Directorate-General for Agriculture and Rural Development*

CONTENTS

1. LEGAL BASIS & CONTEXT
2. POLICY OBJECTIVES
3. ANNUAL WORK PROGRAMME 2024

Promotion policy – Legal basis

Basic act

- Regulation (EU) No [1144/2014](#)
- In force since 1° December 2015

Delegated and implementing acts

- Commission Delegated Regulation (EU) [1829/2015](#)
- Commission Implementing Regulation (EU) [1831/2015](#)

Annually

- Annual work programme
- Calls for proposals for SIMPLE and MULTI

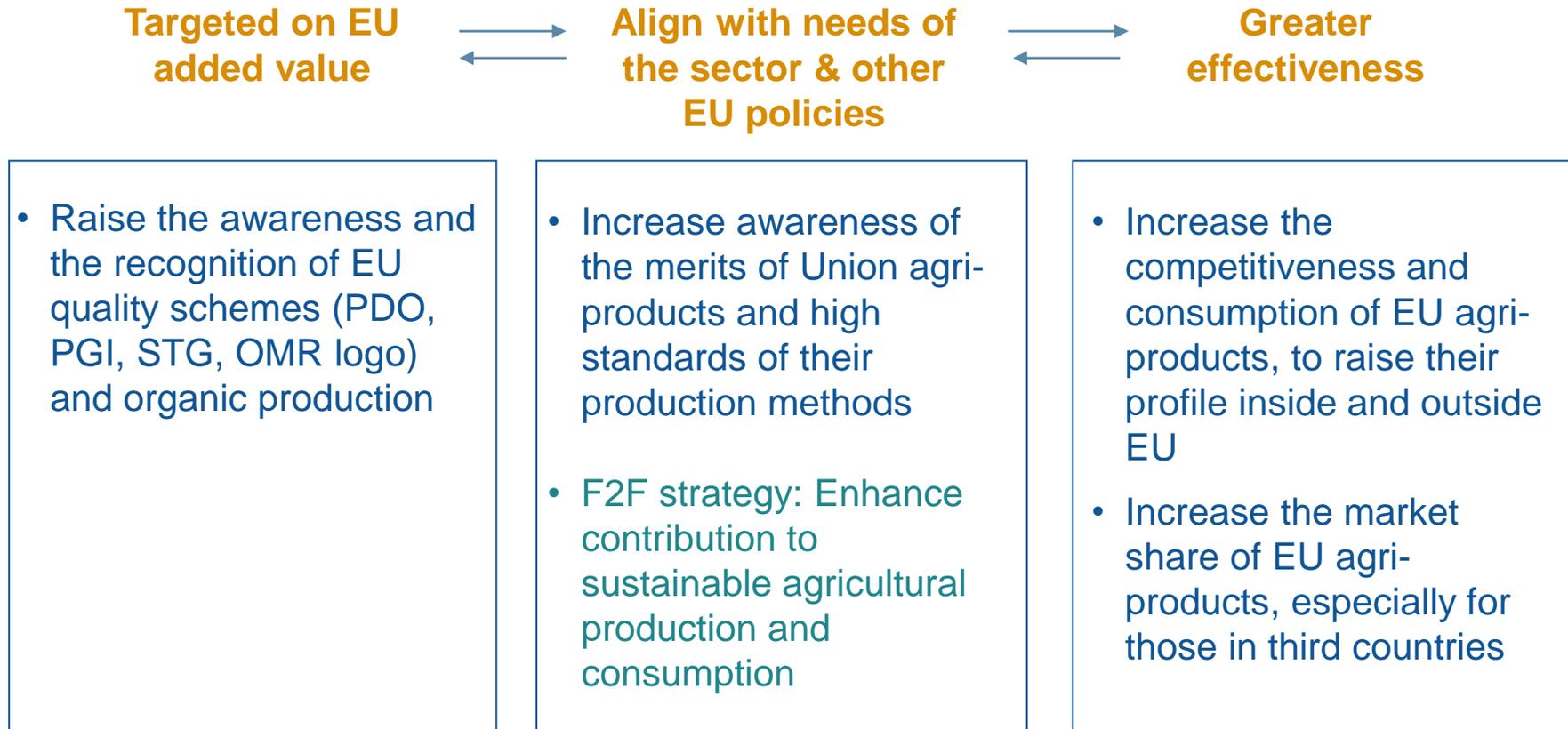
- 2024 calls published on 18/1/2024 on the [Funding and Tenders portal](#)

Policy context (objectives)



The EU agri-food promotion policy was designed to support the competitiveness of the EU agricultural sector by promoting EU products and quality schemes on the internal market and in non-EU countries.

Policy objectives (Article 2 of Reg. 1144/2014)



What is a promotion programme?

- Programme shall consist of a **coherent set of operations** (Public relations, advertising, PoS promotion, events and fairs, etc.) and shall be implemented over a period of at least one but not more than three years.
 - It could be a B2B and/or B2C campaign.
 - **Cofinancing rates** 70% to 80%



No permanent support : A proposing organisation shall **not receive support** for information and promotion programmes on the same product or scheme, carried out in the same target market on **more than two consecutive occasions**.

What is an Annual Work Programme ?

- is the legal basis for financing promotion measures
- sets out the priorities and the corresponding budgets
- includes arrangements for market disturbance

ANNUAL WORK PROGRAMME (AWP) - DRAFTING

- For third countries, a macro-economic analysis on **projected increase in imports** on existing or emerging markets
- Input from **Member States** (through the CMO committee)
- Contributions from **stakeholders**, consulted through Civil Dialogue Groups
- **Results** of previous calls (submissions' rates)

ANNUAL WORK PROGRAMME

Budget 2024

Available budget for 2024 AWP is **EUR 185.9 million** in total (the same as in 2023)

Out of which:

- EUR 92 million for "simple" promotion programmes
- EUR 84,4 million for "multi" promotion programmes
- EUR 9.5 million for Commission's own initiatives (same as in 2023)

AWP 2024 - Budget simple programmes

SIMPLE PROGRAMMES	2023	2024
	89	92
Simple programmes in the Internal market	41,1	41,1
INTERNAL MARKET-CHARACTERISTICS	5	5
INTERNAL MARKET-EU-QUALITY SCHEMES	7	7
INTERNAL MARKET-FRESH-FRUIT AND VEGETABLES	9,1	9,1
INTERNAL MARKET-ORGANIC	14	14
INTERNAL MARKET-SUSTAINABLE	6	6
Simple programmes in Third Countries	42,9	45,9
THIRD COUNTRIES-AMERICAS	9,3	9,3
THIRD COUNTRIES-ASIA	16,3	16,3
THIRD COUNTRIES-OTHERS	12,3	15,3
THIRD COUNTRIES-ORGANIC-SUSTAINABLE	5	5
Simple programmes for market disturbance/additional call for proposals	5	5

AWP 2024 - Budget multi programmes

MULTI PROGRAMMES	2023	2024
	87,4	84,4
Multi programmes in the internal market	42,2	40,2
INTERNAL MARKET	4,2	4,2
INTERNAL MARKET-FRESH-FRUIT AND VEGETABLES	10	9
INTERNAL MARKET-ORGANIC	14	13
INTERNAL MARKET-SUSTAINABLE	14	14
Multi programmes in third countries	40,2	39,2
THIRD COUNTRIES-ALL	29,2	29,2
THIRD COUNTRIES-ORGANIC-SUSTAINABLE	11	10
Multi programmes for market disturbance/additional call for proposals	5	5

Thank you

AGRI-PROMOTION@ec.europa.eu



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