



Promotion of agricultural products



National Info-Day in Finland

24 January 2024

*European Research Executive Agency (REA)
Unit B.4*

Content

- Promotion programmes: types of actions
- Eligibility rules (activities, applicants, products & schemes, competitive procedure)
- How to apply
- Where to find information
- Q&A
- Annex: Evaluation – some hints

European Research Executive Agency (REA)

As from 1 April 2021 REA manages the implementation of promotion measures concerning agri-food products



Promotion programmes

EU promotion policy – types of action

Information and promotion programmes :

- ✓ 1 to 3 years
- ✓ Submitted by proposing organisations (PO)
- ✓ **SIMPLE programmes** : one or more PO from the same MS
- ✓ **MULTI programmes** : several POs from several MS + EU organisations

Commission initiatives :

- ✓ Information and promotion measures :
 - ❖ High-level missions
 - ❖ Participation in trade fairs
 - ❖ Own campaigns
- ✓ Technical support services

Eligibility and related aspects

Eligible activities (Section 6 of Call for proposals)

1. Management of the project
2. Public relations (PR activities, media events)
3. Website, social media
4. Advertising (print, TV, radio, online, outdoor, cinema, etc)
5. Communication tools (publications, media kits, promotional merchandise, promotional videos)
6. Events (stands at trade fairs, seminars, workshops, B2B meetings, trainings for trade/cooks, activities in schools, restaurant weeks, sponsorship of events, study trips to Europe)
7. Point-of-sale (POS) promotion (tasting days, other: promotion in retailers' publications, POS advertising)
- 7 8. Evaluation of results and impact

Eligible organisations (Reg. 1144/2014 Art. 7)

1. **Trade or inter-trade organisations** representative of the sector(s) concerned at MS level
2. **Trade or inter-trade organisations at EU level**
3. **Producer organisations** or associations of producer org. (PO – APO)
4. **Agri-food sector bodies** with public service mission in charge of promotion of agricultural products (example: Chambers of Agriculture)

Eligible organisations

- Must be **representative** of the sector or product(s) promoted (Art 1 of Delegated Regulation (EU) 2015/1829) – *fill Annex on representativeness*
- Trade or inter-trade organisations
 - Rule of 50 % of the volume or value of marketable production of the product/s or sector concerned in the MS or at EU level;
 - Recognised by the MS (Reg. 1308/2013)
- Groups GIs (Reg. 1151/2012):
 - Rule of 50 % of the volume or value of marketable production of the product(s) with registered denomination

Flexibility for lower thresholds <50%: if specific circumstances justify treating the organisation as being representative

Eligible organisations

- Producer organisation(s) recognised by the MS (Articles 152 and 156 of Reg. (EU) 1308/2013)

- Agri-food sector bodies

Cumulative conditions need to be fulfilled:

- a. It is an agri-food sector body
- b. Its objective is to provide information on, and to promote, agricultural products
- c. It has been entrusted, by the Member State concerned, with a clearly defined public service mission in this area
- d. It has been legally established in the Member State in question at least two years prior to the date of the call for proposals
- e. It has representatives of the product(s) or sector concerned by the programme among its memberships - *Exception for programmes carried out in response to a loss of consumer confidence*

Eligible products and schemes



- ✓ All agricultural products listed in Annex I to TFEU covered excluding tobacco
- ✓ Open to certain processed products (beer, chocolate, pasta, sweet corn, cotton...) in Annex I to Reg. 1144/2014
- ✓ Spirits with a Protected Geographical Indication

- ✓ Wine:
 - ✓ Simple programmes = Basket approach
 - ✓ Multi programmes = Wine alone possible
 - ✓ On the internal market = Information on quality schemes or responsible consumption

- ✓ Fishery and aquaculture products : Basket approach

- ✓ Schemes : EU quality schemes (PDO/PGI/TSG, organic, RUP) national quality schemes



Rules concerning campaign messages

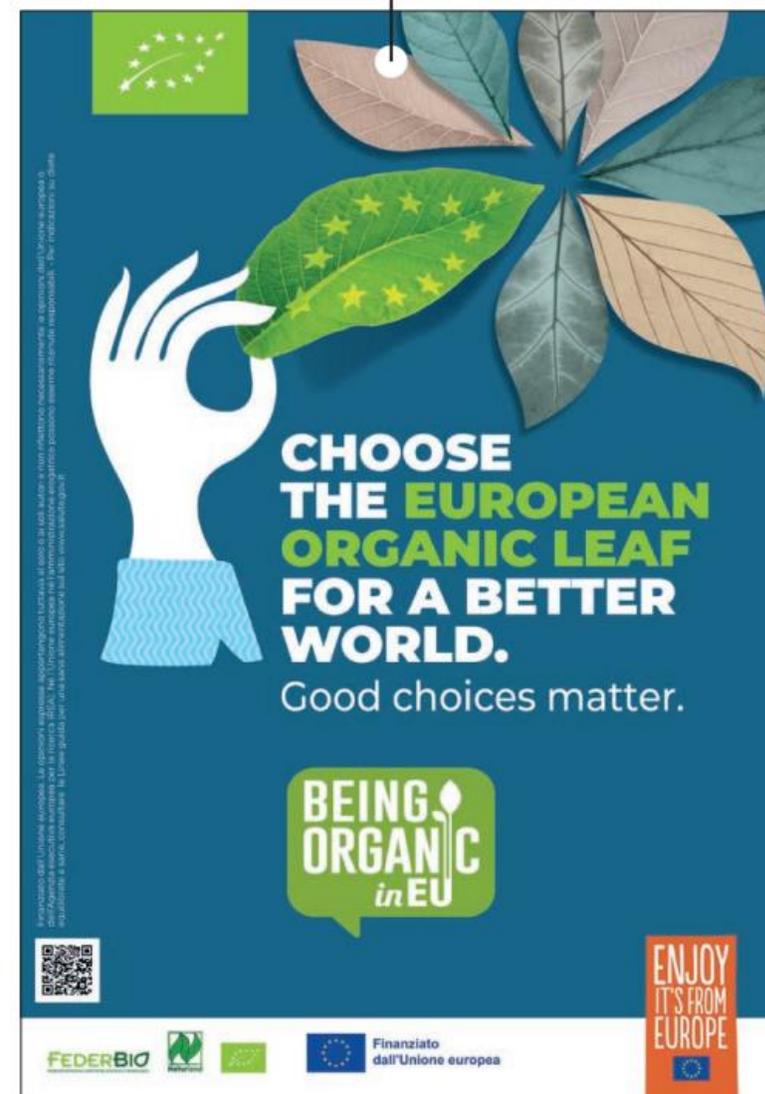
- ✓ Union message



- ✓ In the internal market, for **schemes as referred to in Article 5(4)** of Regulation (EU) No 1144/2014 :
 - ✓ to focus on the(se) scheme(s) in its main Union message
 - ✓ one or several products can illustrate(s) the(se) scheme(s)
 - ✓ products shall appear as a secondary message in relation to the main Union Message



Examples of campaigns promoting EU quality schemes in the internal market



Rules on competitive procedure

Legal context

- ✓ Competitive procedure for the selection of implementing bodies
 - For the simple programmes (article 13 Reg. 1144/2014): selection before the signature of the GA
 - For simple programmes: Implementing regulation requires Member States to **verify selection before signing the Grant Agreements**
- ✓ Delegated act defines competitive procedure as ensuring
 - **best value for money**, or lowest price, and
 - **absence of conflict of interest.**
- When the contracting authority is a "body governed by public law": rules on public procurement according Directive 2014/24/EU

Guidance on competitive procedure

Member States are required to establish the competitive procedure for the selection of implementing bodies in case of simple programmes by taking account that

- the procedure is proportionate to the economic importance;
- while the fundamental principles of the EU Treaty are observed.

The **competitive procedure** should consist of at least:

- the contract notice is published and adequately advertised;
- sufficient time for the receipt of tenders is provided;
- an objective and non-discriminatory evaluation of the tenders;
- the assessment of any possible conflict of interests.

'Quality' criteria of the activity that is to be subcontracted must be clearly defined.

Guidance note:

https://ec.europa.eu/chafea/agri/sites/chafea/files/agri-2016-61788-00-00_en.pdf

Guidance on competitive procedure (**MULTI**)

Not required to select the implementing/evaluation body prior to the submission of the proposal or grant signature.

It is the responsibility of the applicant to apply the general rule: **best value for money** (or lowest price) **and absence of conflict of interest** (art. 6.2 of the Grant Agreement).

The description of the selection procedure should be a part of the proposal (**SIMPLE & MULTI**).

In addition, if the project is selected, a specific subcontracting report deliverable has to be provided at months 3 at the latest.

Sources of information

- Commission website: [policy-related information](#), Annual work programme, EC selection decisions
- [REA website](#): implementation rules, results of past calls, campaign map, market entry handbooks, webinars
- [Funding&Tenders \(F&T\) portal](#): calls for proposals, guidance documents, model grant agreement, FAQ
- [Info day held in Brussels on 31/01-1/02 2024](#), national info days
- Register for REA newsletter to stay informed

How to apply ?

- Corporate guidance and templates
- Preparing the application: guidance documents
- Where to find information
- Final recommendations

Find calls for proposals and tenders

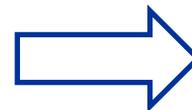
Search calls for proposals and tenders by keywords, programmes...

Search

EU Programmes

Asylum, Migration and Integration Fund (AMIF)	Border Management and Visa Instrument (BMVI)	Customs Control Equipment Instrument (CCEI)	Connecting Europe Facility (CEF)	Citizens, Equality, Rights and Values Programme (CERV)	Creative Europe (CREA)
Customs Programme (CUST)	Digital Europe Programme (DIGITAL)	Europe Direct (ED)	European Defence Fund (EDF)	European Parliament (EP)	EU Anti-fraud Programme (EUF)
European Solidarity Corps (ESC)	Erasmus+ Programme (ERASMUS)	European Social Fund + (ESF)	European Maritime, Fisheries and Aquaculture Fund (EMFAF)	Euratom Research and Training Programme (EURATOM)	Fiscalis Programme (FISC)
Innovation Fund (INNOVFUND)	Internal Security Fund (ISF)	Horizon Europe (HORIZON)	Single Market Programme (SMP)	Social Prerogative and Specific Competencies Lines (SOCPL)	EU External Action (RELEX)
Interregional Innovation Investments (I3)	Justice Programme (JUST)	Protection of the Euro against Counterfeiting Programme (PERICLES)	Pilot Projects and Preparatory Actions (PPPA)	Programme for the Environment and Climate Action (LIFE)	Promotion of Agricultural Products (AGRIP)

[Funding opportunities 2021/2027](#)



AGRIP
Promotion of Agri Products

F& T Portal

Timetable and deadlines (indicative)	
Call opening:	18 January 2024
<u>Deadline for submission:</u>	14 May 2024 - 17:00:00 CET (Brussels)
Evaluation:	May-August 2024
Information on evaluation results:	November 2024
GA signature:	December 2024-February 2025

 Tpl_Info on Representativeness (AGRIP MULTI and SIMPLE).rtf

 Tpl_Detailed Budget Table (AGRIP MULTI and SIMPLE).xlsx

 Tpl_Application Form (Part B) (AGRIP MULTI).rtf

Part B and Annexes

In this section you may upload the technical annex of the proposal (in PDF format only) and any other requested attachments. 

Part B *



Upload 

Part B (EN translation)



Upload 

Detailed budget table *



Upload 

CVs *



Upload 

Additional information *



Upload 

Information on representativeness *



Upload 

Other annexes



Upload 

[← BACK TO PARTICIPANTS LIST](#)

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Corporate guidance and templates

- Calls are published under the new MFF - multiannual financial framework.
- Model Grant Agreement (MGA), call text, guidance documents and submission templates are available in the [F&T portal reference documents](#).
 - [MGA Multi](#)
 - [MGA Simple](#)

Guidance documents (Preparing the application)

- [Programme guide](#) (specific to Promotion of agricultural products, translated, applicable to both simple and multi)
Not anymore two distinct guides for applicants
- [Application form](#) incl. template for part B (available only in the submission tool, translated for simple programmes) and Detailed Budget table (DBT)
- [Online manual](#) (corporate document, constantly evolving, available in English, explaining all stages of grants lifecycle – only first steps are relevant for simple programmes) [PDF Version](#)

Guidance on Market analysis

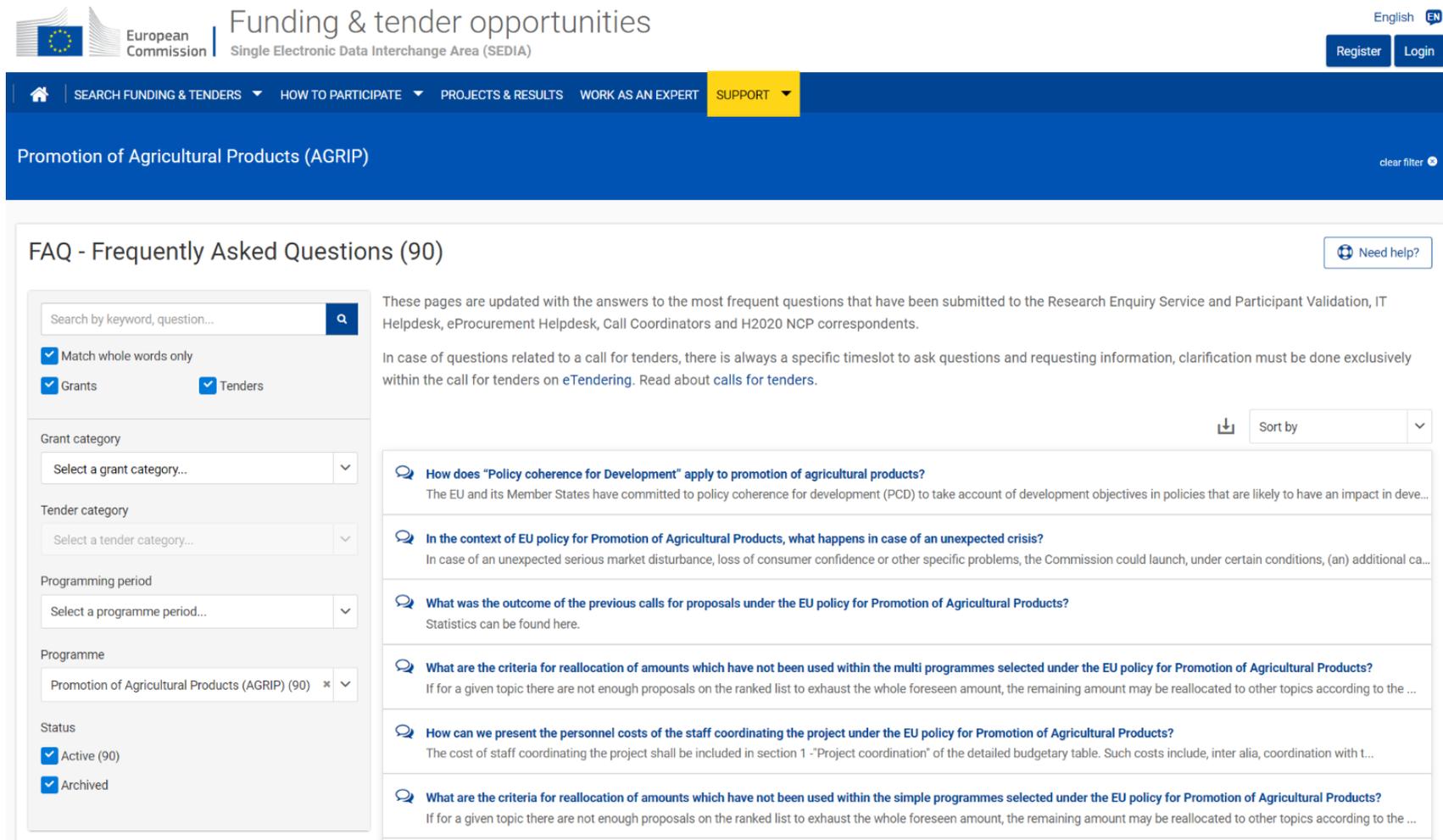
« The proposal shall provide a relevant market analysis **per target country**. The market analysis shall be **product-** and **market-oriented**. It shall focus on each target country and serve as a basis for the definition of action objectives and strategy. It should include information and assessment of macroeconomic indicators, market conjuncture and forecast, including recent sources of data. »

Example of questions to be addressed:

Supply:	Demand:
<ul style="list-style-type: none"><input type="checkbox"/> What are the production, sales and export figures (volume and value, market share) for the applicant organisation/s and its Member State for each of the target markets?<input type="checkbox"/> What is the market structure in the targeted country/ies and how is your organisation positioned in this market (i.e. competitive position of the applicant)?<input type="checkbox"/> Who are their main competitors? Which challenges do they face?<input type="checkbox"/> What are their marketing strategies?<input type="checkbox"/> Which are the competitive advantages of the proposing organisation/s?<input type="checkbox"/> Explain the key differences (price, quality, etc.) that will make your product more competitive than other already available products on the target market. Etc...	<ul style="list-style-type: none"><input type="checkbox"/> Which are the characteristics, demography, socio-professional profiles, typology of the current consumers? Identify and describe the quantitative and qualitative market segments.<input type="checkbox"/> What is the per capita consumption and the consumption trends on the medium? If the action is about raising awareness: <ul style="list-style-type: none"><input type="checkbox"/> What is the current state of consumer awareness?<input type="checkbox"/> What needs to be improved and what are the challenges?<input type="checkbox"/> Among which segments is the awareness stronger/weaker?

REA: other materials

Frequently asked questions ([FAQ](#)) updated regularly to be consulted!



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Promotion of Agricultural Products (AGRIP) | clear filter

FAQ - Frequently Asked Questions (90)

Need help?

Search by keyword, question... [Search]

Match whole words only

Grants Tenders

Grant category: Select a grant category...

Tender category: Select a tender category...

Programming period: Select a programme period...

Programme: Promotion of Agricultural Products (AGRIP) (90) x

Status: Active (90) Archived

These pages are updated with the answers to the most frequent questions that have been submitted to the Research Enquiry Service and Participant Validation, IT Helpdesk, eProcurement Helpdesk, Call Coordinators and H2020 NCP correspondents.

In case of questions related to a call for tenders, there is always a specific timeslot to ask questions and requesting information, clarification must be done exclusively within the call for tenders on eTendering. Read about calls for tenders.

Sort by [Dropdown]

- How does "Policy coherence for Development" apply to promotion of agricultural products?**
The EU and its Member States have committed to policy coherence for development (PCD) to take account of development objectives in policies that are likely to have an impact in deve...
- In the context of EU policy for Promotion of Agricultural Products, what happens in case of an unexpected crisis?**
In case of an unexpected serious market disturbance, loss of consumer confidence or other specific problems, the Commission could launch, under certain conditions, (an) additional ca...
- What was the outcome of the previous calls for proposals under the EU policy for Promotion of Agricultural Products?**
Statistics can be found here.
- What are the criteria for reallocation of amounts which have not been used within the multi programmes selected under the EU policy for Promotion of Agricultural Products?**
If for a given topic there are not enough proposals on the ranked list to exhaust the whole foreseen amount, the remaining amount may be reallocated to other topics according to the ...
- How can we present the personnel costs of the staff coordinating the project under the EU policy for Promotion of Agricultural Products?**
The cost of staff coordinating the project shall be included in section 1 "Project coordination" of the detailed budgetary table. Such costs include, inter alia, coordination with t...
- What are the criteria for reallocation of amounts which have not been used within the simple programmes selected under the EU policy for Promotion of Agricultural Products?**
If for a given topic there are not enough proposals on the ranked list to exhaust the whole foreseen amount, the remaining amount may be reallocated to other topics according to the ...

European Commission

Evaluation - some hints why proposals are rejected/ not selected for funding

Reasons for rejection: eligibility and admissibility

- **Inadmissible:**

Mandatory annexes and supporting documents not submitted, proposal sent by email after the deadline

- **Out of scope:**

E.g. project not promoting an eligible product or scheme

- **Ineligible applicants:**

Applicant organisation not eligible or not representative of the product/sector promoted, private companies acting as co-applicants, non-EU applicants

Quality of proposals – weak points

- Market analysis is not precise or structured
- Programme objectives are not well defined
- Activities and deliverables are not well defined, communication mix not adapted to the strategy and programme objectives
- Union message is lacking
- Organisation and risk management are not described
- Evaluation methodology is absent
- Poor cost-effectiveness (budget analysis weak, unit costs missing or not always used, etc.)
- Impact of the campaign not well calculated

Q&A

Keep in touch #EUAgriPromo



[Promotion of agricultural products - European Commission \(europa.eu\)](https://ec.europa.eu/eu_agri_promo/)



europa.eu/



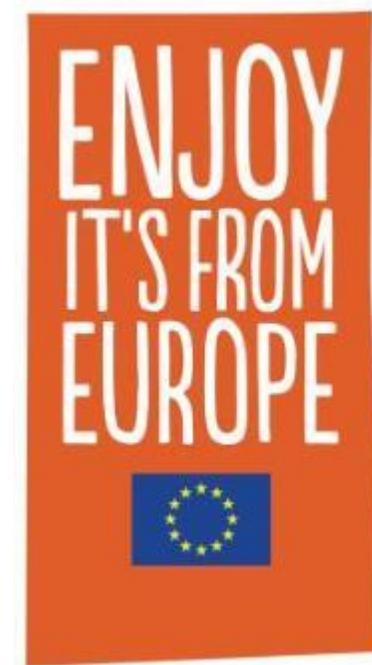
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