

€191 million to promote agri-food products at home and abroad

The European Commission adopted the 2019 promotion policy work programme on 14 November, with €191.6 million to be made available for programmes selected for EU co-financing – an increase of [€12.5 million compared with 2018](#). €89 million will be allocated to campaigns in high growth countries such as Canada, China, Colombia, Japan, Korea, Mexico, and the United States. Some of the money will be earmarked to the promotion of specific products, like table olives.

Phil **Hogan**, Commissioner for Agriculture and Rural Development said: *“Europe is the world’s top producer of quality food and drink. I am happy to say that, with an even greater emphasis on promotion efforts in 2019, we will increase awareness of this fact both in the EU and in third countries with high growth potential, to the benefit of our farmers and agrifood producers. Our increasing number of trade agreements means more opportunities for our producers to tap into and the Commission stands fully behind them to support them in the promotion and export of their products.”*

Within the EU itself, the focus is on campaigns that promote the different EU quality schemes and labels, including protected designation of origins (PDOs), protected geographical indications (PGIs) and traditional specialty guaranteed (TSGs), as well as organic products. In addition, a share of the funding is targeted at certain specific sectors, like sustainably produced rice, and fruit and vegetables. The latter was specifically selected to promote healthy eating amongst EU consumers.

The calls for proposals for specific campaigns will be published in January 2019. They will be open to a wide range of bodies, such as trade organisations, producer organisations and agri-food groups responsible for promotion activities.

For More Information

[Link to Annual Work Programme 2019](#) (including annex with the details of the budget allocated)

More on [EU policy on the promotion of agricultural products](#)

Annex

Repartition of the budgets per priority for co-financed programmes in the 2019 Annual work programme

	Amounts foreseen (in million €)
Simple programmes in the Internal market	20

Topic 1. Programmes on EU quality schemes (PDO, PGI, TSG, OQT), organic, RUP	12	
Topic 2. Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for environment and sustainability) and the characteristics of EU products in terms of quality, taste, diversity or traditions (=outside EU quality schemes)	8	
Simple programmes in Third Countries	75	
Topic 3. China, Japan, Korea, South East Asia, Southern Asia	25.25	
Topic 4. Canada, USA, Mexico, Colombia	22	
Topic 5. Other geographical areas	25.25	
Topic 6. Table olives	2.5	
Simple programmes for market disturbance/additional call for proposals	5	
Multi programmes in the Internal Market		43.3
Topic A. Programmes on EU quality schemes [(PDO, PGI, TSG, OQT), organic, RUP] or Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for environment and sustainability) and the characteristics of EU products in terms of quality, taste, diversity or traditions	32.8	
Topic B. Healthy eating: fruits and vegetables	8	
Topic C. Sustainably produced rice	2.5	
Multi programmes in Third Countries		43.3

Topic D. Programmes on EU quality schemes [(PDO, PGI, TSG, OQT), organic, RUP] or Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for environment and sustainability) and the characteristics of EU products in terms of quality, taste, diversity or traditions. 38.3

Topic E. Beef 5

Multi programmes for market disturbance/additional call for proposals
5

Commission's own initiatives
9.5

Total promotion actions
201.1

N.B.

A simple programme is a promotion programme submitted by one or more proposing organisations from the same Member State.

A multi programme is a programme submitted by at least two proposing organisations from at least two Member States or one or more European organisations.