

€ 45.7 million EU support for the promotion of agricultural products

The European Commission has approved 31 programmes in 16 Member States (Belgium, Denmark, Germany, Estonia, France, Greece, Italy, Luxembourg, the Netherlands, Austria, Poland, Portugal, Slovenia, Slovakia, Sweden and the United Kingdom) to provide information on and to promote agricultural products in the European Union. The total budget of the programmes running between one and three years is € 92.4 million, of which the EU will contribute half. The selected programmes cover organic products, agricultural quality products (PDO, PGI, TSG), dairy products, meat, wine, fruit and vegetables, oil, plants and flowers and products from the Outermost Regions.

“European Union farm products are unique in their quality and diversity” said Mariann Fischer Boel, Commissioner for Agriculture and Rural Development. “In an open global market, we need to redouble our efforts to explain their benefits to consumers. It is not enough to produce excellent food and drink; we also need to get smart when it comes to marketing. EU programmes of this sort can really help our producers in an increasingly competitive world.”

Background

On 19 December 2000 the Council decided¹ that the EU could assist in financing measures that provide information on, or promote agricultural products and food on the EU Internal market, These measures can consist of public relations, promotional or publicity actions, in particular highlighting the advantages of EU products, especially in terms of quality, hygiene, food safety, nutrition, labelling, animal welfare or environment-friendliness of their production, The measures can also cover participation at events and fairs, information campaigns on the EU system of protected designations of origin (PDO), protected geographical indications (PGI) and traditional speciality guaranteed (TSG), information on EU quality and labelling systems and organic farming, Information campaigns on the EU system of quality wines produced in specified regions (QWPSR) are also amongst the possibilities, The EU finances 50% of the cost of these measures, the remainder being met by the professional/inter-branch organisations which proposed them and/or by the Member States concerned.

¹ [Council Regulation EC Nr. 2826/2000](#) of 19 December 2000 on information and promotion actions for agricultural products on the internal market.

The detailed rules for applying the promotion and information measures are laid down by a Commission Regulation², It lists the themes and products that can be covered by the promotion measures.

Each year, by 30 November, interested professional organisations can submit their proposals to the Member States, These then have to send the Commission the list of programmes they have selected and a copy of each programme, Subsequently the Commission evaluates the programmes and decides on their eligibility,

The full list of programmes and budgets adopted today is available in annex.

² [Commission Regulation EC Nr. 1071/2005](#) of 1 July 2005 laying down detailed rules for applying Council Regulation (EC) No 2826/2000 on information and promotion actions for agricultural products on the internal market.

Regulation (EC) No 1071/2005: Promotion on the internal market - 2008 - Selected programmes (PROPOSALS from the Member States)

Member State	Progr. No	Proposed by (organisation)	Products	Duration years	Total budget in €				EC contribution in € (annual and total)			
					Year 1	Year 2	Year 3	Total	Year 1	Year 2	Year 3	Total
MULTI	1		Multi (wine+PDO/PGI/TSG)	3	2 000 000	2 000 000	2 000 000	6 000 000	1 000 000	1 000 000	1 000 000	3 000 000
<i>FR</i>		<i>BIVB</i>	<i>Wine</i>	3	<i>500 000</i>	<i>500 000</i>	<i>500 000</i>	<i>1 500 000</i>	<i>250 000</i>	<i>250 000</i>	<i>250 000</i>	<i>750 000</i>
<i>IT</i>		<i>Consorzio Prosciutto Parma +Consorzio Parmigiano-Reggiano</i>	<i>PDO/PGI/TSG</i>	3	<i>1 000 000</i>	<i>1 000 000</i>	<i>1 000 000</i>	<i>3 000 000</i>	<i>500 000</i>	<i>500 000</i>	<i>500 000</i>	<i>1 500 000</i>
<i>PT</i>		<i>IVDP</i>	<i>Wine</i>	3	<i>500 000</i>	<i>500 000</i>	<i>500 000</i>	<i>1 500 000</i>	<i>250 000</i>	<i>250 000</i>	<i>250 000</i>	<i>750 000</i>
MULTI	2		Milk products	3	512 127	1 307 885	829 033	2 649 045	256 064	653 943	414 517	1 324 523
<i>DK</i>		<i>Danish Dairy Board</i>	<i>Milk</i>	3	<i>391 205</i>	<i>933 653</i>	<i>760 045</i>	<i>2 084 903</i>	<i>195 603</i>	<i>466 827</i>	<i>380 023</i>	<i>1 042 452</i>
<i>UK</i>		<i>Dairy Council for Northern Ireland</i>	<i>Milk products</i>	3	<i>120 922</i>	<i>374 232</i>	<i>68 988</i>	<i>564 142</i>	<i>60 461</i>	<i>187 116</i>	<i>34 494</i>	<i>282 071</i>
BE	1	Vlam + APAQ-W	Poultry	2	273 004	136 996	0	410 000	136 502	68 498	0	205 000
BE	2	Vlam	Fruit and vegetables	3	730 000	730 000	730 000	2 190 000	365 000	365 000	365 000	1 095 000
BE	3	Vlam	Milk	3	1 255 275	1 255 275	1 255 275	3 765 825	627 638	627 638	627 638	1 882 913
DE	1	5 am Tag e.V.	Fresh fruit & vegetables	3	350 000	350 000	350 000	1 050 000	175 000	175 000	175 000	525 000
DE	2	CMA	Meat	2	2 000 000	2 000 000	0	4 000 000	1 000 000	1 000 000	0	2 000 000
EE	1	ELS	Poultry	1	115 300			115 300	57 650	0	0	57 650
EL	1	SEVITEL	Olive oil	3	2 103 885	2 336 561	2 140 128	6 580 574	1 051 943	1 168 281	1 070 064	3 290 287

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EL	2	ALME	Processed fruit and vegetables (processed fruit)	3	515 726	802 507	681 767	2 000 000	257 863	401 254	340 884	1 000 000
FR	1	INTERFEL	Fresh fruit & vegetables	3	3 000 000	3 000 000	3 000 000	9 000 000	1 500 000	1 500 000	1 500 000	4 500 000
FR	2	CIV	Meat (quality meat)	3	784 877	554 755	460 055	1 799 687	392 439	277 378	230 028	899 844
FR	3	AFIDOL	Olives (olive oil and table olives)	3	180 386	439 192	349 872	969 451	90 193	219 596	174 936	484 725
FR	4	UGPBAN	Outermost Regions	3	4 348 282	4 335 501	4 335 501	13 019 284	1 999 210	1 993 334	1 993 334	5 985 878
IT	1	Organizzazione Interprofessionale Ortofrutta – OI	Fresh fruit & vegetables	3	1 258 363	1 302 715	1 229 714	3 790 792	629 181	651 358	614 857	1 895 396
IT	2	UIV – IVSI	Multi (PDO, PGI, quality wine, table wine)	3	1 182 404	971 987	1 112 384	3 266 775	591 202	485 994	556 192	1 633 388
IT	3	Unaprol	Olives (olive oil)	3	1 179 308	1 099 193	1 098 061	3 376 562	589 654	549 597	549 030	1 688 281
IT	4	ATI - Wine experiences	Wine (quality wine psr)	3	903 662	674 107	741 325	2 319 094	451 831	337 054	370 663	1 159 547

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LU	1	Luxlait	Milk products (milk)	3	620 203	460 318	347 257	1 427 778	310 101	230 159	173 628	713 889
NL	1	Internationaal Bloembollen Centrum (IBC)	Horticulture (plants)	3	41 200	642 631	642 631	1 326 462	20 600	321 316	321 316	663 231
NL	2	AGF Promotie NL	Fresh fruit & vegetables (vegetables)	3	639 560	580 220	580 220	1 800 000	319 780	290 110	290 110	900 000
NL	3	Centrale Organisatie voor de Vleessector (COV)	Meat (veal)	3	1 863 534	1 891 371	1 802 389	5 557 294	931 767	945 686	901 195	2 778 647
AT	1	AMA Austria	Milk products (milk and its derivatives)	3	1 000 000	1 000 000	1 000 000	3 000 000	500 000	500 000	500 000	1 500 000
PL	1	KUPS	Fresh fruit & vegetables (5x a day)	2	1 258 872	739 949	0	1 998 821	629 436	369 975	0	999 411
PT	1	CVR Alentejana	Wine	3	733 206	768 097	801 700	2 303 002	366 603	384 048	400 850	1 151 501
SI	1	Organic Farmers	Organic farming	3	408 899	386 494	386 494	1 181 887	204 450	193 247	193 247	590 944
SI	2	Slovene Dairy Association	Milk products	2	338 071	238 673	0	576 744	169 036	119 337	0	288 372
SK	1	Slovene Dairy Association	Milk products	3	1 389 243	1 131 080	1 165 777	3 686 100	694 622	565 540	582 889	1 843 050
SE	1	Svensk Raps	Seed oil (rapeseed oil)	3	423 255	467 399	404 808	1 295 462	211 628	233 699	202 404	647 731

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SE	2	Svensk Potatis	Fresh fruit & vegetables (potatoes)	3	274 132	411 712	370 355	1 056 199	137 066	205 856	185 178	528 100
UK	1	Horticultural Trades Association	Horticulture (plants and flowers)	3	292 559	307 188	322 546	922 293	151 975	153 594	161 273	466 842
EU		GRAND TOTAL 31 programmes			31 975 333	32 321 806	28 137 292	92 434 431	15 818 431	15 986 486	13 894 229	45 699 146