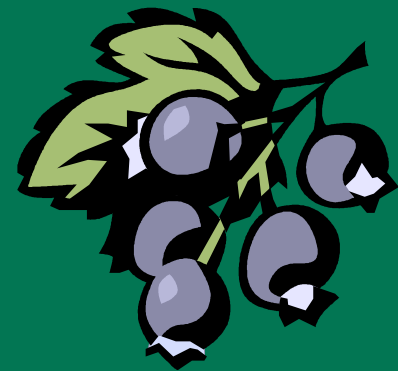




The 15th Blackcurrant Conference Nyborg 7 – 10 June 2009





European Commission
Agriculture and Rural Development



EU support to Promotion of Agricultural Products



Programme by The Danish Food Industry Agency

- Presentation of the Agency

Disposition of our programme



- ➔ Introduction and context
- Functioning of the system
- Programme content
- Budget



Presentation of the Danish Agency

- The Danish Food Industry Agency supports development and production in the entire food industry and contributes to the formation of policies of the Ministry of Food, Agriculture and Fisheries
- Activities regarding Promotion of Agricultural Products are carried out by The Export Refund Division
- Head of Section: Anne-Mette Svenstrup
- Head of Section: Olaf Hoejgaard Pedersen
- Administrative Assistant: Helle Aaris Nielsen
- Questions can be sent to: ams@dffe.dk, ohp@dffe.dk or han@dffe.dk



Promotion of Agricultural Products

Introduction and context



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What?

- The **co-financing** of Information and promotion measures for :
 - agricultural products and their method of production
 - food products based on agricultural products



Promotion of Agricultural Products

Introduction and context



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Where?

- on the internal market
- on third country markets



At whose initiative?

- Trade and/or inter-trade organisation(s) representing their sector(s) in one or more Member States or at EU level
- Member States: in the absence of programmes for PDO/PGI/TSGs, organic farming and/or other EU schemes for quality and labelling



The professional organisations

- At the core of the system!
- They are responsible for the proper implementation and management of the programmes
- But they always act with the help of an implementing body (publicity agency, etc.)



Principles of EU promotion policy

- The information and promotion must be **generic**
- Generic means that measures should not favour particular brand names or product origins
- Messages should be on product characteristics and general themes : quality, nutritional value, safety, traceability, production methods, product image



Regulatory Framework

- Council Regulation 3/2008
- Commission Regulation 501/2008
- Guidelines to be considered when assessing and managing part-financing programmes for promotion
- Application form
- Model contract



Most common funding

- EU: maximum 50% (60 % if its fruit and vegetables intended for children in schools)
- Proposing professional organisation(s): minimum 20%
- Member States: to top up
- the Commission may set lower or higher limits to the costs of the programmes in accordance with Comitology procedure



Promotion of Agricultural Products



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- Introduction and context
- ■ **Functioning of the system**
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- Budget
- Examples



How does the system work? (I)

Calls for proposals to Member States

- Internal market programmes: 30.11 each year
- Third market programmes: 31.03 each year

Timeframe for MS to sent proposals to Commission

- Internal market programmes: February each year
- Third market programmes: June each year



How does the system work? (II)

Timeframe for Commission to accept proposals

- Internal market programmes: 30.06 each year
- Third market programmes: 30.11 each year

Timeframe for MS competent authority to sign contract with the professional organisations

- 90 calendar days from the notification of the Commission decision



Promotion of Agricultural Products



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- ■ **Programme content**
- Budget
- Examples



Promotion of Agricultural Products

Programme content



Eligible products and themes

- Total indicative annual budget for EU-funding for all sectors:
 - EUR: 55 million
- Annex I, II and III in Regulation 501/2008 for internal market and third countries
 - Fresh fruit and vegetables: EUR: 10 million
 - Processed fruit and vegetables: EUR 2 million
 - Designations of origin: PDO, PGI, TSG: EUR 3 million
 - Organic production/products : EUR 3 million
 - Etc.
- Indicative guideline for each product and theme in Annex I and II



Promotion of Agricultural Products

Programme content



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Programmes are given a priority if:

- Multi-country
- Multi-products
- Pluriannual



Promotion of Agricultural Products

Programme content



Desired impact

- **Direct**
 - A better information
 - Increase of consumption/sales
 - Increase of awareness of certain logos/production methods
 - Adhesion to new production methods
- **Indirect**
 - On human health
 - Dialogue between various producers organisations
 - etc



Fresh fruit and vegetables

Overview of the situation

- Production of fruit and vegetables is increasing in the Community, but consumption is on the whole static with a noticeable lack of interest among young consumers

Goals

- The aims are to improve the image of the products as "fresh" and "natural" and bring down the average age of consumers

Main messages

- "Five a day" type approach. Natural and fresh. Quality. Enjoyment. Balanced diet. Accessibility and ease of preparation. Variety and seasonal nature. Traceability.



Processed fruit and vegetables

Overview of the situation

- Increasing competition from third countries. Demand increasing because of the ease of consumption of these products and its important to benefit from this potential.

Goals

- The image of the products needs to be modernised and made more youthful, giving information to encourage consumption.

Main messages

- Quality. Ease of use. Enjoyment. Variety of supply and availability throughout the year. Balanced diet. Traceability.



Promotion of Agricultural Products



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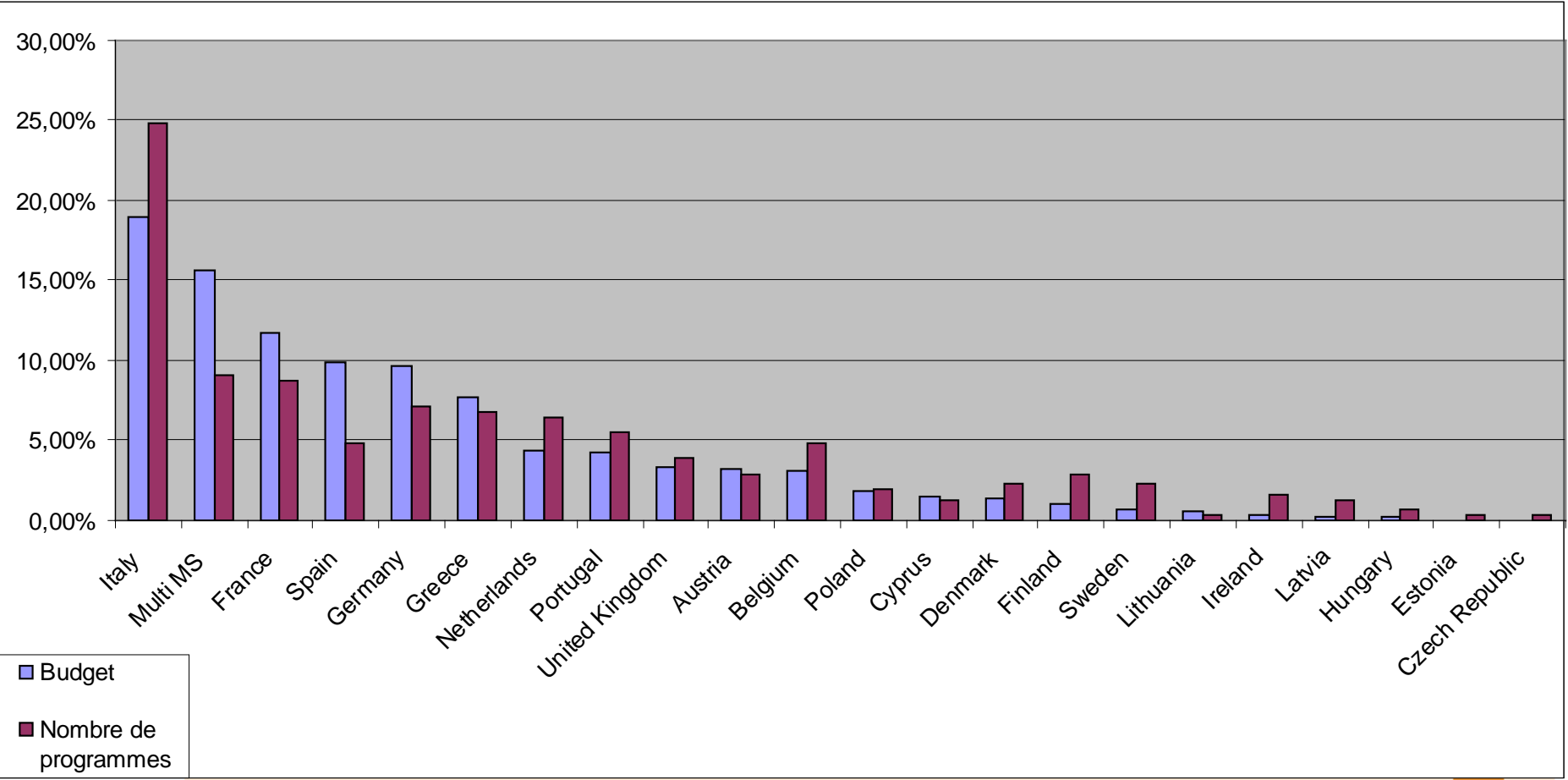


Promotion of Agricultural Products Budget



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Programmes distribution per Member States



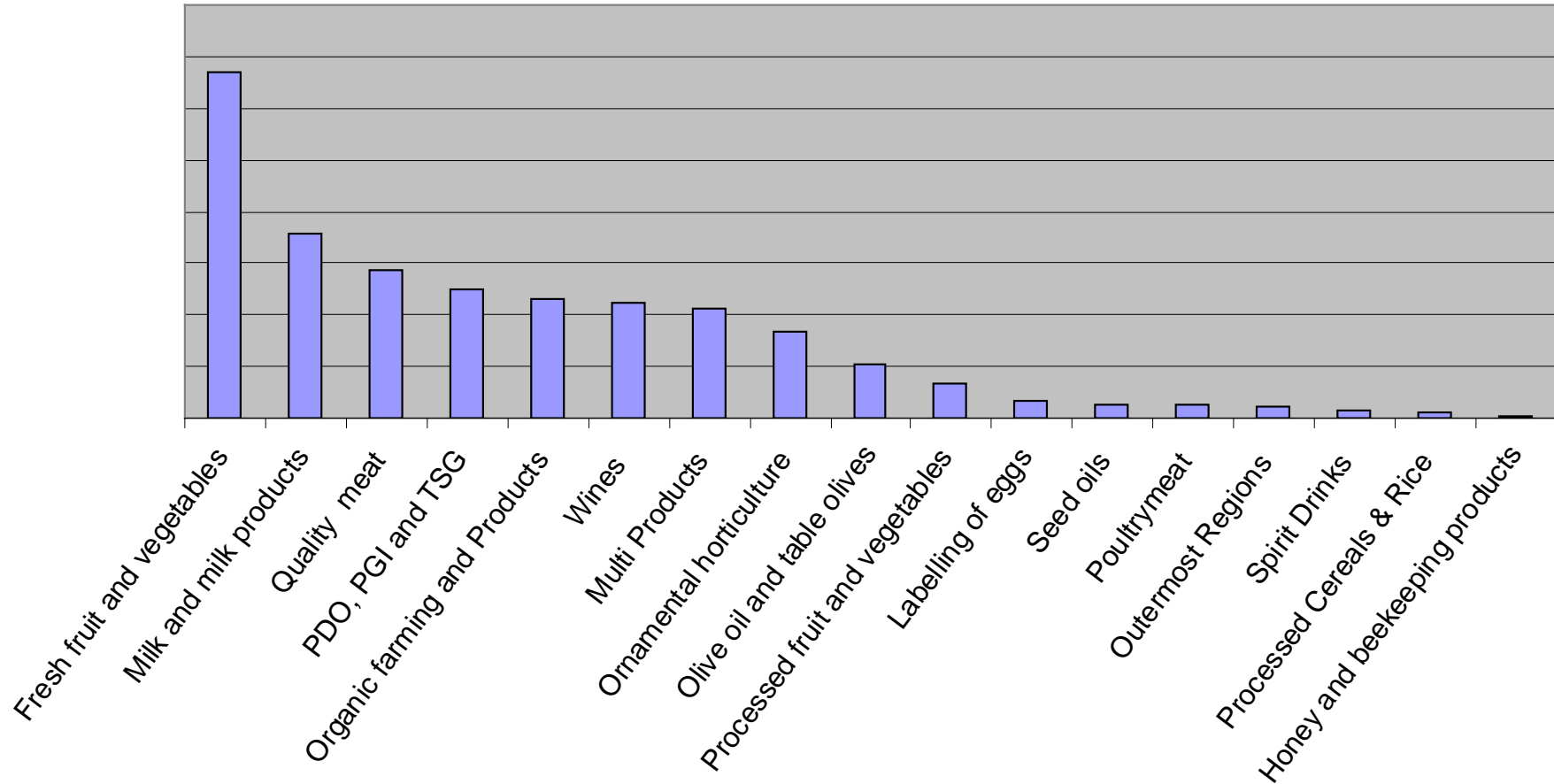


Promotion of Agricultural Products Budget



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Programmes distribution per products





More information

- http://ec.europa.eu/agriculture/prom/index_en.htm