

Brussels, 30 September 2003

Promotion of EU agricultural products outside the EU

The European Commission has approved measures to provide information on, and to promote, agricultural products outside the EU. Member States have submitted 10 promotion and information programmes to the Commission to be examined. The 7 programmes that have been accepted are mostly targeted at the USA, Canada, Japan, the Middle East, Russia, Australia and Norway. The products covered are wine, fruit and vegetables, cheeses, olive oil and ham. The estimated expenditure for the EU is € 5.8 million (50% of the budget of the programmes).

"Improving the competitiveness of EU quality products on markets outside the EU is a major challenge. By investing in promotion and information campaigns for our agricultural products outside the EU, the European Union is showing its determination to take up this challenge", Commissioner Fischler, responsible for Agriculture, Rural Development and Fisheries, said.

Background

In December 1999 the Council decided that the EU could fund, in whole or in part, measures in third countries that provide information on, or promote, agricultural products and food products. These measures can be public relations, promotional or publicity measures, in particular highlighting the advantages of EU products, especially in terms of quality, hygiene, food safety, nutrition, labelling, animal welfare or environment-friendliness. These measures can amongst others also cover participation at events and fairs, information campaigns on the Community system of protected designations of origin (PDOs), protected geographical indications (PGIs) and traditional speciality guaranteed (TSGs) and of organic farming. Also information campaigns on the EU system of quality wines produced in specified regions (QWPSR) and studies of new markets are amongst the possibilities.

Consequently, detailed rules for applying the promotion and information measures were laid down by a Commission Regulation of 28 December 2000. Not later than 15 June and 15 December each year Member States have to send the Commission the list of programmes and implementing bodies they have selected and a copy of each programme. Subsequently the Commission evaluates the programmes and decides on its eligibility. The Commission Regulation also lists the third-country markets where promotion measures can be carried out and the products which can be covered by these promotion measures.

Annex: Approved information and promotion programmes.

Regulation (EC) No 2879/2000: Promotion in third countries 2003/1 - Programmes approved

Member State	Proposing bodies	Duration	Total budget in €				EU contribution in € (yearly and total)			
			Year 1	Year 2	Year 3	Total	Year 1	Year 2	Year 3	Total
Several countries	Consorzio Parmigiano Reggiano; Consorzio Prosciutto di Parma; Comité interprof. Fromages Comté (I, F)	3 years	400.000	400.000	400.000	1.200.000	240.000	200.000	160.000	600.000
	FIAB (E, F, I, P)	3 years	1.357.620	1.722.780	1.367.820	4.448.220	814.572	861.390	547.128	2.223.090
	EUROFEL (F, I)	3 years	967.000	987.000	987.000	2.941.000	580.200	493.500	394.800	1.468.500
Italy	Conz. Nat. Olivicoltori	1 year	577.366			577.366	288.683	-	-	288.683
	FEDERDOC	2 years	248.518	211.482		460.000	149.110	80.890	-	230.000
	FEDERLOMBARDA	3 years	323.340	344.760	327.420	995.520	194.004	172.380	130.968	497.352
	Cons. Grano Padana + San Daniele	2 years	510.000	510.000		1.020.000	306.000	204.000	-	510.000
E U	Total per year		4.383.844	4.176.022	3.082.240	11.642.106	2.572.569	2.012.160	1.232.896	5.817.625
	GRAND TOTAL 7 programmes		11.642.106				5.817.625			

FIAB = Federación Española de Industrias de la Alimentación y Bebidas.(ES)

EUROFEL = Association Européenne des Fruits Et Légumes (FR)

FEDERDOC = Confederazione Nazionale dei Consorzi volontari per la tutela delle denominazioni dei vini italiani.(IT)

FEDERLOMBARDA = Federazione Regionale Agricoltori della Lombardia (IT).