

€ 30 million EU support for the promotion of agricultural products

The European Commission has approved 19 programmes in 14 Member States (Austria, Belgium, Czech Republic, Denmark, Germany, France, Greece, Italy, Ireland, the Netherlands, Poland, Slovenia, Spain 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 € 60.6 million, of which the EU will contribute € 30.3 million (50%). The selected programmes cover fruit and vegetables, meat, dairy products, honey, flowers, fibre flax, PDO, PGI and TSG and organic products.

"European Union farm products are unique in their quality and diversity" said Dacian Cioloş, Commissioner for Agriculture and Rural Development. "In an open global market, merely producing excellent food and drink is not enough. We need to increase our efforts to explain to consumers the standards and the quality of what EU agriculture puts on the table. EU programmes of this sort can really help our producers in an increasingly competitive world.

Background

On 17 December 2007 the Council merged the two existing EU Regulations on information provision and promotion measures in a single EU Regulation 3/2008, covering both the internal market and third countries¹ (see [IP/07/699](#)).

The measures financed within this framework 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. These 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.

¹ [Council Regulation EC Nr. 3/2008](#) of 17 December 2007 on information provision and promotion measures for agricultural products on the internal market and in third countries.

The EU finances up to 50% of the cost of these measures (up to 60 % in programmes promoting the consumption of fruit and vegetable by children or concerning information on responsible drinking patterns and harm linked to hazardous alcohol consumption), the remainder being met by the professional/inter-branch organisations which proposed them and/or by the Member States concerned.

The detailed rules for applying those 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. 501/2008](#) of 5 June 2008 laying down detailed rules for applying Council Regulation (EC) No 3/2008 on information provision and promotion measures for agricultural products on the internal market and in third countries.

ANNEXE

Regulation 501/08 Promotion on the internal market

2010 package

Programmes accepted

Member State	Progr. N°	Proposing organisations	Products	countries targeted	Duration years	Total budget (€)				EU financial contribution (€ Annual and total)				
						Year1	Year2	Year3	Total	Year1	Year2	Year3	Total	
MULTI	1		Fresh fruit and vegetables + PDO, PGI and TSG	FR, ES	3	802.200	802.200	802.200	2.406.600	401.100	401.100	401.100	1.203.300	
FR		Fraise du Périgord + raisins de table du Mont Ventoux + l'asperge des sables des Landes + kiwis des pays de l'Adour				401.100	401.100	401.100		200.550	200.550	200.550		
ES		PDC PRODECASA				401.100	401.100	401.100		200.550	200.550	200.550		
MULTI	2		Fresh fruit and vegetables	DE, ES FR, NL	3	2.821.463	2.801.398	2.826.388	8.449.249	1.410.732	1.400.699	1.413.191	4.224.622	
FR		GEPC Promotion				996.758	998.241	998.160		498.379	499.121	499.080		
ES						326.400	324.839	324.839		163.200	162.422	162.422		
NL						1.498.306	1.478.313	1.503.381		749.154	739.157	751.691		
MULTI	3		Processed fruit and vegetables	FR, NL, BE	3	2.463.869	2.463.634	2.463.402	7.390.905	1.231.934	1.231.817	1.231.701	3.695.452	
BE		VLAM				188.000	188.000	188.000		94.000	94.000	94.000		
FR		UNILET				2.015.869	2.015.634	2.015.402		1.007.934	1.007.817	1.007.701		
NL		GFB				260.000	260.000	260.000		130.000	130.000	130.000		
MULTI	4		Fresh fruit and vegetables	UK, FR, BE	3	1.583.500	1.583.500	1.583.500	4.750.500	791.750	791.750	791.750	2.375.250	
BE		APAQ-W+VLAM				443.500	443.500	443.500		221.750	221.750	221.750		
FR		CNIPT				600.000	600.000	600.000		300.000	300.000	300.000		
UK		AHDB				540.000	540.000	540.000		270.000	270.000	270.000		
BE	1	VLAM	Quality meat	BE	3	1.272.500	1.241.800	1.268.000	3.782.300	636.250	620.900	634.000	1.891.150	
CZ	1	ČSV	Honey and beekeeping products	CZ	3	384.197	319.093	309.071	1.012.361	192.098	159.546	154.535	506.179	
CZ	2	AGRÁRNÍ KOMORA ČR	Milk and milk products	CZ	3	167.700	96.000	96.700	360.400	83.850	48.000	48.350	180.200	
DK	1	GAU	Fresh fruit and vegetables	DK	3	739.206	739.206	739.206	2.217.618	369.603	369.603	369.603	1.108.809	
DE	1	LVBM Werbe-GmbH	PDO, PGI and TSG	DE	3	395.000	350.000	355.000	1.100.000	197.500	175.000	177.500	550.000	
IE	1	BORD BIA	Fresh fruit and vegetables	UK	3	879.755	879.755	879.755	2.639.265	439.878	439.878	439.878	1.319.633	
EL	1	KIN PDO/PGI Producers	PDO, PGI and TSG	EL, DE, FR	3	728.157	1.005.880	725.964	2.460.001	364.078	502.940	362.982	1.230.000	
FR	1	CELC	Fibre flax	FR, IT, BE	3	1.080.673	1.118.596	1.121.421	3.320.690	540.337	559.298	560.710	1.660.345	
IT	1	Florasi+Florconsorzi+Conaflor	Ornamental horticulture	IT, EL, RO	3	945.847	894.230	894.230	2.734.307	472.924	447.115	447.115	1.367.154	
IT	2	PROSCIUTTO SAN DANIELE + GRANA PADANO	PDO, PGI and TSG	IT, UK	3	1.333.895	1.324.271	1.302.240	3.960.406	666.947	662.136	651.120	1.980.203	
NL	1	GFB	Fresh fruit and vegetables	NL	3	1.797.717	1.645.753	1.527.474	4.970.944	898.858	822.877	763.737	2.485.472	
AT	1	AMA-Marketing	Organic farming and organic products	AT	3	888.053	872.972	872.972	2.633.997	444.026	436.486	436.486	1.316.998	
PL	1	Polish Meat Association	Quality meat	PL	3	1.332.923	1.189.898	1.188.812	3.711.633	666.462	594.949	594.406	1.855.817	
SI	1	GIZMS	Milk and milk products	SI	2	505.060	106.814		611.874	252.530	53.407		305.937	
UK	1	SUSTAIN	Organic farming and organic products	UK	3	696.376	696.962	693.141	2.086.479	348.188	348.481	346.571	1.043.240	
EU	19	Total 19 programmes					20.818.091	20.131.962	19.649.476	60.599.529	10.409.045	10.065.982	9.824.735	30.299.761