

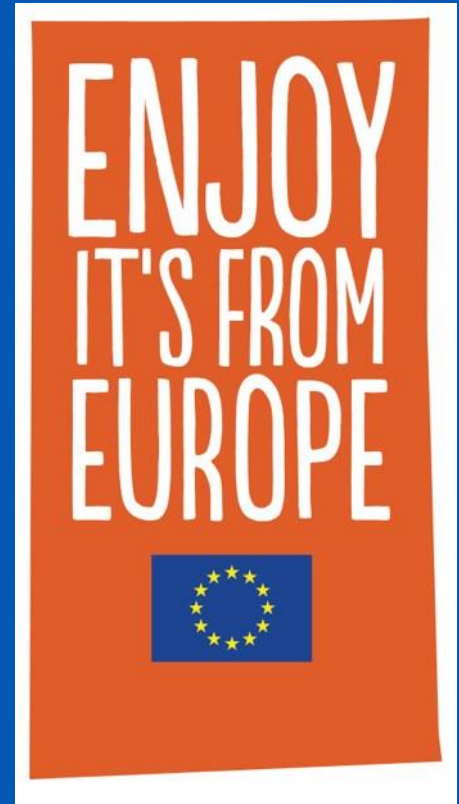


Info Day on the 2024 AGRIP Calls





Presentation of the 2024 Annual Work Programme – Calls of proposals and Commission own initiatives EU promotion policy



Info Day on the 2024 Calls for AGRIP

Wednesday, 31 January 2024

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PROMOTION PROGRAMMES



PROMOTE
EUROPE'S
HIGH-QUALITY
FOOD
STANDARDS
WORLDWIDE

PROMOTION

€ 185.9 Mio

Budget
95% Promotion
programmes

5 % Own
initiative
activities



TARGET MARKET

Priority is given to programmes targeting non-EU countries with a special focus on those markets that have the highest growth potential



BENEFICIARIES

- Trade or inter-trade organisations representative of the sector(s)
- Groups of producers and processors active in quality schemes.
- Producer organisations or associations of producer organisations

TYPE

★ **SIMPLE programmes**
from one or more proposing
organisation from the same MS

★ ★ ★ **MULTI programmes**
- **MULTI** food bodies: mission of public interest for promotion.
For programmes in case of serious market disturbance
several proposing organisations
from several MS and/or EU level organisations

CO-FINANCING RATE

In the EU 70% Outside The EU 80%

80%

85%

ELIGIBLE PRODUCTS AND SCHEMES

EU and national quality schemes



Wine associated with (an)other product



Spirits drinks with geographical indication



All agricultural products, of annex I to the TFEU excluding tobacco. Certain transformed products: beer, chocolate, pasta...



Fisheries associated with (an)other product

OWN INITIATIVE ACTIVITIES

High Level Missions of Commissioner with senior representatives of EU agri food sector



- Sustained communication campaigns
- Seminars
- Pavilions at Trade fairs



What is the 'annual work programme' (AWP) ?

- is the legal basis for financing promotion measures
- sets out the priorities and the corresponding budgets for simple and multi programs and per topics
- includes measures implemented at the initiative of the Commission (including arrangements for market disturbance)

Budget

Available budget for 2024 AWP is EUR 185.9 million in total (the same as in 2023)

Out of which:

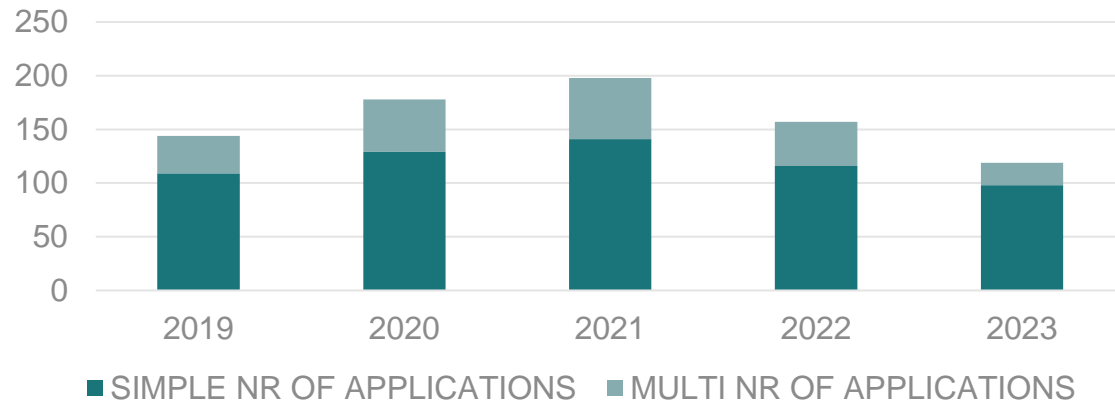
- EUR 92 million for "simple" promotion programmes (+ €3 million than in 2023)
- EUR 84,4 million for "multi" promotion programmes (- €3 million than in 2023)
- EUR 9.5 million for Commission's own initiatives (same as in 2023)

How did we prepare the AWP 2024 priorities?

- The **objectives** of the Regulation (Regulation EU No 1144/2014)
- **Coherence** with EU policy priorities (notably the CAP, the European Green Deal and the Farm-to-fork strategy)
- For third countries, a macro-economic analysis on **projected increase in imports** on existing or emerging markets, as well as a policy evaluation on FTAs or expected removal of SPS barriers
- Input from **Member States** (through the CMO committee)
- Contributions from **stakeholders**, consulted through Civil Dialogue Groups
- **Results** of previous calls (submissions' rates)

Overall evolution of the annual call applications since 2019

SIMPLE and MULTI number of applications



The decline in overall number of applications from 2021

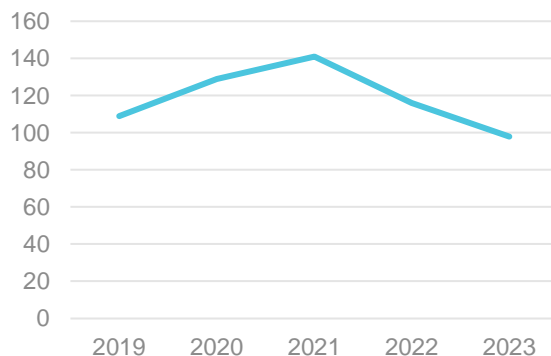
Decline mostly in applications for MULTI programmes

Some topics more affected

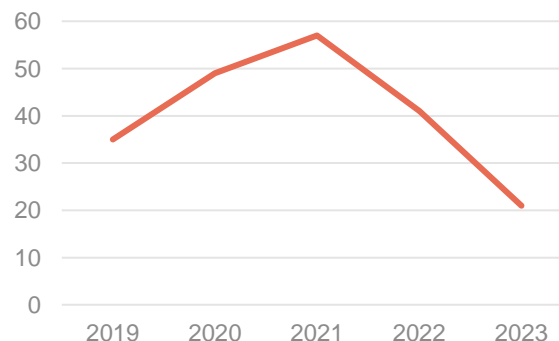
Between 2019 and 2023:

- Total Number of applications 144 to 119 (- 17.4%)
- SIMPLE nr of applications 109 to 98 (- 10.1%)
- MULTI nr of applications 35 to 21 (- 40%)

SIMPLE NR OF APPLICATIONS



MULTI NR OF APPLICATIONS



Adjustments to AWP 2024

The annual work program modifies the flexibility clause (Article 4) so as to permit shifts of unused budget between SIMPLE and MULTI.
(Only shifts within the MULTI budget line (Grants – Own Initiatives) were allowed).

In previous calls, the unused budget for MULTI programmes has been partially absorbed by the “Commission’s own initiatives” activities (up to 20% of the annual earmarked MULTI budget).

The planned amount for some topics has been adapted:

Budget simple programmes

SIMPLE PROGRAMMES	2023	2024
	89	92
Simple programmes in the Internal market (IM)	41,1	41,1
AGRIP-SIMPLE-2024-IM-CHARACTERISTICS	5	5
AGRIP-SIMPLE-2024-IM-EU-QS (QUALITY SCHEMES)	7	7
AGRIP-SIMPLE-2024-IM-FRESH-FV	9,1	9,1
AGRIP-SIMPLE-2024-IM-ORGANIC	14	14
AGRIP-SIMPLE-2024-IM-SUSTAINABLE	6	6
Simple programmes in Third Countries (TC)	42,9	45,9
AGRIP-SIMPLE-2024-TC-AMERICAS	9,3	9,3
AGRIP-SIMPLE-2024-TC-ASIA	16,3	16,3
AGRIP-SIMPLE-2024-TC-OTHERS	12,3	15,3
AGRIP-SIMPLE-2024-TC-ORG-SUST (ORGANIC-SUSTAINABLE)	5	5
Simple programmes for market disturbance/additional call for proposals	5	5

AGRIP-SIMPLE-2024-TC-OTHERS

- The **UK**, important export market absorbing more than 20% of EU27 exports
- Countries in close **neighbourhood**: Switzerland, Norway, Turkey and others with whom the Union has preferential trade agreements
- The **Gulf Cooperation Council** (GCC7) countries
- Since the negotiation for a free trade agreement with **New Zealand** were concluded in June 2022 and as negotiations with **Australia** are ongoing, Union exporters may want to anticipate new market opportunities for exporters

Budget multi programmes

MULTI PROGRAMMES	2023	2024	
	87,4	84,4	
Multi programmes in the internal market (IM)	42,2	40,2	
AGRIP-MULTI-2024-IM	4,2	4,2	
AGRIP-MULTI-2024-IM-FRESH-FV	10	9	↓
AGRIP-MULTI-2024-IM-ORGANIC	14	13	↓
AGRIP-MULTI-2024-IM-SUSTAINABLE	14	14	
Multi programmes in third countries (TC)	40,2	39,2	
AGRIP-MULTI-2024-TC-ALL	29,2	29,2	
AGRIP-MULTI-2024-TC-ORG-SUST (ORGANIC-SUSTAINABLE)	11	10	↓
Multi programmes for market disturbance/additional call for proposals	5	5	

Procedure – Timetable for 2024 AWP

- **Stakeholders** and **Member States** contributions
- On 25/10/2023: **vote** in the CMO Committee
- November 2023: **Adoption** by the Commission
- 18 January 2024: [Publication of the calls for proposals](#)
- **Closure calls for proposals on 14 May 2024**

Thank you



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