



Eligibility of products and activities



A promotion programme may cover the following products:

- Fruit and vegetable, meat, dairy, fish and aquaculture, wine and all other products listed in Annex I to the [Treaty on the Functioning of the European Union](#) (TFEU), including beer and spirits* but excluding tobacco.
- The following processed products: chocolate and derived products, bread, pastry, cakes, confectionery, biscuits and other baker's wares, beverages made from plant extracts, pasta, salt, natural gums and resins, mustard paste, sweetcorn, cotton.
- Spirit drinks with a protected geographical indication

Fisheries products shall be associated to one or several other eligible products.

In the case of simple programmes, wine shall be associated to one or several other eligible products.

To establish if your product is eligible, refer to the [Combined Nomenclature \(CN\) tool](#) for classifying goods, identify CN code of the product you wish to promote and then check if that CN code is listed in Annex I to the [TFEU](#).

A promotion programme may cover the following schemes:

- The EU quality schemes, namely [PDO](#) (protected designation of origin), [PGI](#) (protected geographical indication), [TSG](#) (traditional speciality guaranteed) and optional quality terms



- The EU [logo on organic](#) production methods
- The [EU RUP](#) (Régions ultrapériphériques) logo for the outermost regions
- National quality schemes



Beneficiaries can implement promotional campaigns for EU agri-food products at home and abroad, for example:

- The promotion of [organic products](#), EU [sustainable agriculture](#), and the role of the agri-food sector regarding the environment and climate action.
- Initiatives which highlight the [high safety standards](#) of EU agri-food products.
- Activities which highlight the specific features of agricultural production methods in the EU, as well as the high quality of European food products.

These campaigns can involve:

- Public relations activities
- Website and social media campaigns
- Producing communications materials, such as leaflets, brochures, and guides
- Advertising campaigns in the press, on television or radio
- Participation in exhibitions and fairs, organisation of masterclasses, business dinners, study trips, restaurant weeks
- Point of sales activities



*Promotion campaigns on wine, spirits and beer targeting the internal market shall be limited to informing consumers of the quality schemes or of the responsible consumption of these beverages.