

Presentation of the 2025 Annual Work Programme – EU Promotion Policy

Info Days on the 2025 Calls for Proposals

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*Cristina Rueda Catry, Head of Unit
External Communication and Promotion Policy
DG Agriculture and Rural Development*

Outline of the Presentation

Promotion Policy Overview

Annual Work Programme 2025

Commission Own Initiatives



Promotion Policy Overview



Promotion Policy: Objectives

- To enhance the competitiveness and consumption of EU agricultural products, raising their profile both inside and outside the EU
- To increase awareness of the merits of EU agricultural products and production methods, and to increase recognition of EU quality schemes



Promotion Programmes: Facts and Figures



> 600 programmes funded
since 2016, of which
> 272 are currently active
or will start in 2025



One visual signature for all campaigns:
Enjoy It's from Europe!



€175 mio average annual budget
(2025: €132 mio) for campaigns targeting countries inside and outside the EU



Policy adjusted annually to the needs of the sectors via an **Annual Work Programme**



Types of Promotion Programmes

Simple

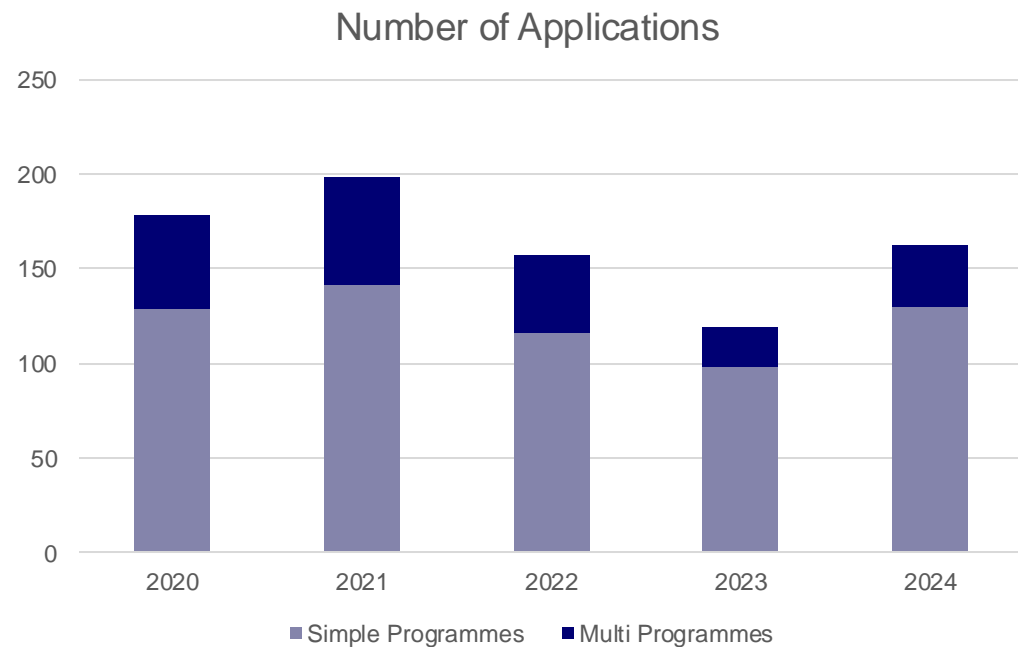
from one or more proposing organisation from the same Member State

Multi

from several proposing organisations from several Member States, and/or EU level organisations



Evolution in the Number of Applications



The overall number of proposals increased in 2024 compared to 2023.

In 2024:

- the number of Simple proposals received was 33% higher compared to 2023
- the number of Multi proposals received was 52% higher compared to 2023

Competition for the Simple call is higher than for the Multi call. There is more competition in certain topics than in others.



Annual Work Programme 2025



What is an Annual Work Programme (AWP)?

- The legal basis for financing promotion measures
- Sets out the priorities and the corresponding budget
- Includes arrangements for a response to a market disturbance



How is the AWP developed?

- Objectives of Regulation (No 1144/2014)
- Coherence with EU policy priorities
- Analysis of internal market dynamics, EU exports, and projected increase in imports by third countries
- Input from Member States (through the CMO committee)
- Contributions from stakeholders, consulted through the Civil Dialogue Group
- Results of previous calls (submission rates)





New Political Guidelines

*“The 2025 annual work programme is the first since the Political guidelines for the next Commission 2024-2029, and, as such, it duly takes into account the overarching objectives of **sustainability and competitiveness, as well as food security**. Moreover, the programme contributes to the Common Agricultural Policy (CAP) as well as to the European Green Deal and Europe’s Beating Cancer Plan.”*

AWP 2025



AWP 2025: Alignment and Continuity

Alignment with EU policy priorities:

- Sustainability hand-in-hand with competitiveness
- Green Deal – e.g. sustainable food systems

No changes regarding topics:

- Simple programmes: 5 topics in the internal market and 4 in third countries
- Multi programmes: 4 topics in the internal market and 2 in third countries



Simplification

- Simplification is a key priority
- In 2024: Delegated Act amendment – clarification of some rules and introduction of lump sums option
- In 2025: Implementing Act amendment – e.g. reduction of reporting obligations



Delegated Act amendment – overview

Applicable from the 2025 Calls

Eligibility criteria

Article 1

- Deletion of the requirement for agri-food sector bodies to demonstrate their representativeness by the means of membership
- Amendment of the 'continuation rule'

Absence of conflict of interest

Article 1

- Introduction of the requirement to ensure the absence of conflict of interests during the preparation of a proposal and the implementation of the programme

Article 2 (applies only to simple programmes)

- Introduction of the requirement to inform the member states about the measures taken to ensure best value for money and the absence of conflict of interests

Not yet applicable

Lump sums

Article 4 (applies only to simple programmes)

- For lump sums, determination of criteria for costs to be eligible for Union funding
- The call for proposals shall specify which form of grant is considered as eligible for Union funding
- Defines the methods for establishing the amounts of lump sums



Topics of the AWP 2025: Internal Market

EU Quality Schemes

Aim to increase awareness of EU quality schemes and enhance the competitiveness of such products

- PDO, PGI, TSG, and others
- the logo for quality products specific to the outermost regions of the EU

Characteristics

Aim to highlight specific features of production methods in the EU (food safety, traceability, authenticity, labelling, nutritional and health aspects, environmental sustainability, traditions, etc.)

Fresh Fruit and Vegetables

Aim to highlight the benefits of consuming fresh fruit and vegetables in a balanced diet and to increase consumption of these products

Organic

Aim to increase awareness and recognition of the EU quality scheme on organic production and of the EU organic logo

Sustainable

Aim to highlight the sustainability of EU agriculture and its beneficial role for the climate, environment, and animal welfare



Topics of the AWP 2025: Third Countries

Simple

Asia

Targeting one or more of the following:
China (including Hong-Kong and Macao), Japan,
South Korea, Taiwan, Southeast Asia or South Asia

Americas

Targeting one or more of the following:
Canada, United States or Mexico

Others

Targeting other geographical areas

Organic or Sustainable

Concerning organic products under the EU quality scheme, or aimed at increasing awareness of EU sustainable agriculture and animal welfare

Multi

All

Targeting any third country(ies)

Organic or Sustainable

Concerning organic products under the EU quality scheme, or aim to increase awareness of EU sustainable agriculture and animal welfare



AWP 2025: Budget

The total available budget for Promotion Programmes under the 2025 AWP is **EUR 132 million** (2024: EUR 185.9 million)

Out of which:

- **EUR 92 million** for **Simple** promotion programmes (same as in 2024)
- **EUR 40 million** for **Multi** promotion programmes (compared to EUR 84.4 million in 2024)

Commission Own Initiatives will be supported through the use of leftover amounts from the 2024 budget (via the “flexibility clause”)



Simple Programmes

SIMPLE PROGRAMMES	2024	2025	
TOTAL	92	92	
Simple programmes in the Internal market	41,1	39,1	
AGRIP-SIMPLE-2025-IM-CHARACTERISTICS	5	5	
AGRIP-SIMPLE-2025-IM-EU-QS	7	9	↑
AGRIP-SIMPLE-2025-IM-FRESH-FV	9,1	9,1	
AGRIP-SIMPLE-2025-IM-ORGANIC	14	10	↓
AGRIP-SIMPLE-2025-IM-SUSTAINABLE	6	6	
Simple programmes in Third Countries	45,9	47,9	
AGRIP-SIMPLE-2025-TC-AMERICAS	9,3	9,3	
AGRIP-SIMPLE-2025-TC-ASIA	16,3	16,3	
AGRIP-SIMPLE-2025-TC-OTHERS	15,3	17,3	↑
AGRIP-SIMPLE-2025-TC-ORG-SUST	5	5	
Simple programmes for market disturbance/additional call for proposals	5	5	

The data is in million EUR

AGRIP = promotion of agricultural products

SIMPLE = simple programme

IM = Internal Market, TC = Third Country



Multi Programmes

MULTI PROGRAMMES	2024	2025	
TOTAL	84,4	40	
Multi programmes in the internal market	40,2	19.5	
AGRIP-MULTI-2025-IM	4,2	3.1	↑
AGRIP-MULTI-2025-IM-FRESH-FV	9	3.6	
AGRIP-MULTI-2025-IM-ORGANIC	13	5.4	
AGRIP-MULTI-2025-IM-SUSTAINABLE	14	7.4	↑
Multi programmes in third countries	39,2	15.5	
AGRIP-MULTI-2025-TC-ALL	29,2	12.5	
AGRIP-MULTI-2025-TC-ORG-SUST	10	3	↓
Multi programmes for market disturbance/additional call for proposals	5	5	

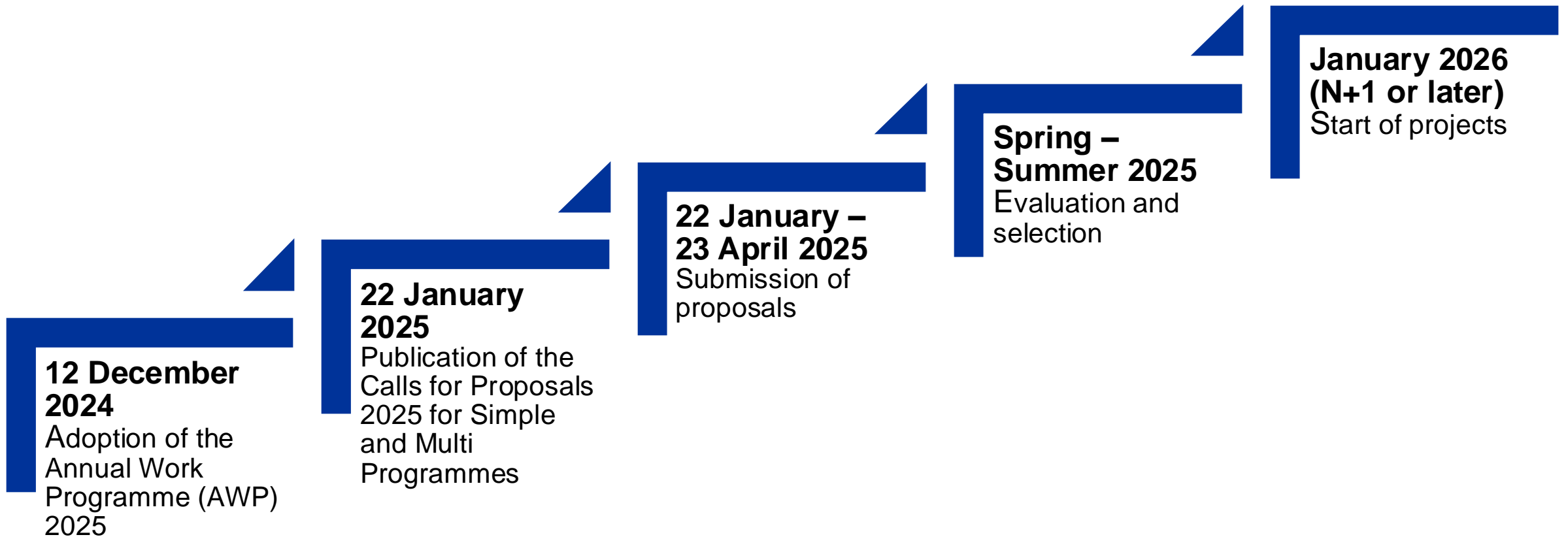
The data is in million EUR

MULTI = multi programme

IM = Internal Market , TC = Third Country



Annual Timeline



Commission Own Initiatives



Commission Own Initiatives for agri-food promotion

- EU Pavilions at Trade Fairs
- High-Level Missions
- Promotion Campaigns
- Market Entry Handbooks



Impact of Commission Own Initiatives

Increased awareness of key merits of EU food & beverages (F&B): Quality, Safety, Authenticity and Sustainability
Increased recognition of the Union quality schemes: PDO, PGI and Organic
Increased intention to purchase EU products in the future

> **80% satisfaction** rate on all implemented activities

High level missions

~700 business delegates participated in 13 HMLs

On average, **80% of Business Delegates confirmed contacts** established during HLMs facilitated their business or one of their members

(feedback after 1 year, N+1)

53% concluded business deals thanks to new contacts established at the HLM

(feedback after 1 year, N+1)

EU Pavilions

87% of audience is willing to buy & consume more EU F&B after their visit at the EU Pavilions

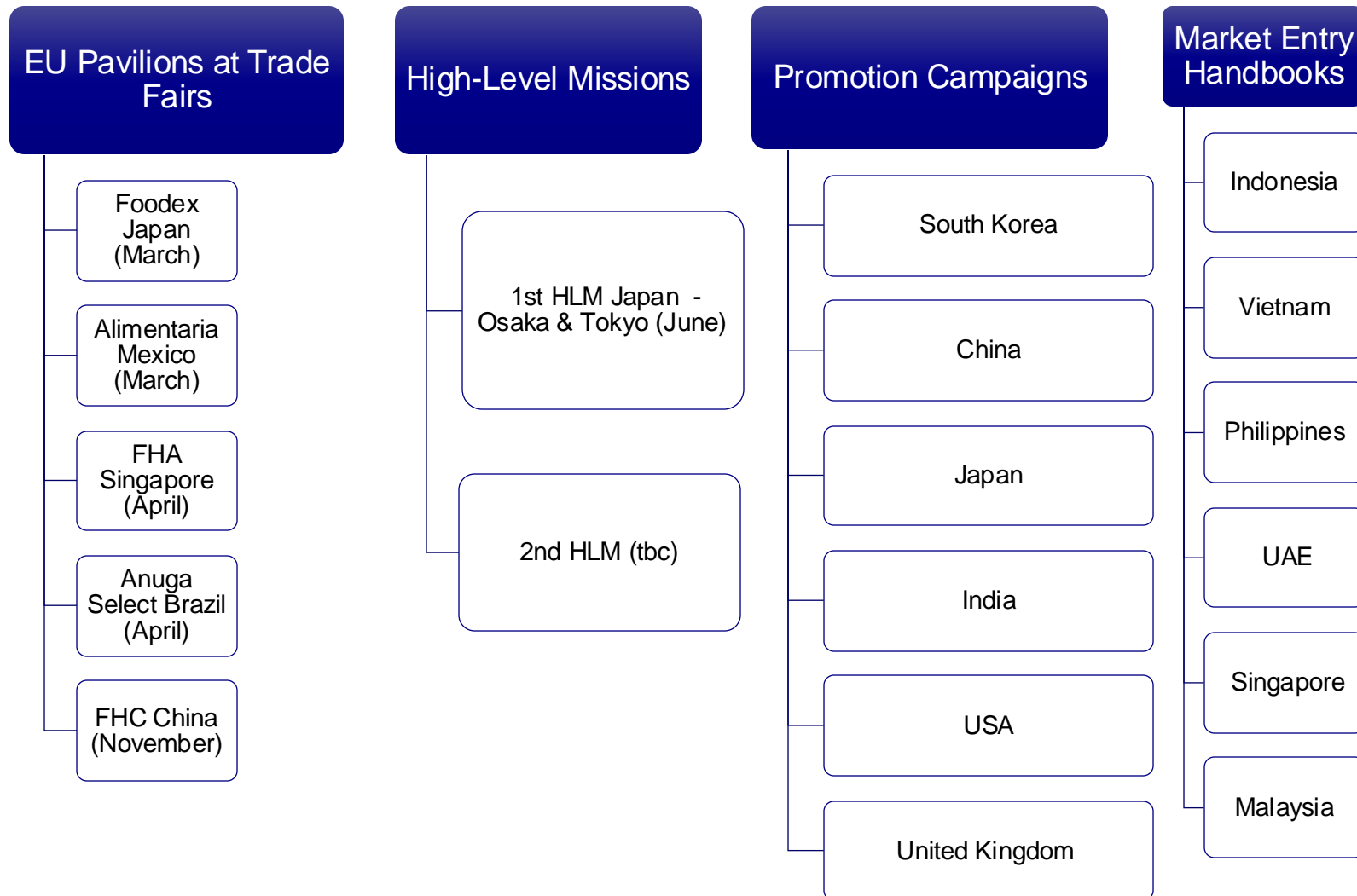
Promotion campaigns

~3 billion contacts* reached globally via 12 promotion campaigns – currently 6 campaigns ongoing
(direct contact, social media, advertising activities)

**contacts: could include multiple to the same individual*



Draft Plan for Own Initiatives in 2025



Thank you



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