



Online Info Day 2022 Calls for Proposals



Promotion policy: support the transition towards a more sustainable European food system - The European Commission strategy on Farm to Fork.

01-02 February 2022

Promotion of agricultural products

The EU agri-food promotion policy was designed to support the EU's agricultural sector's competitiveness by promoting EU products and quality schemes on the internal market and in non-EU countries.



Promotion of agricultural products

Open up
new market opportunities
and help **build**
businesses
for EU farmers and
EU agri-food sector

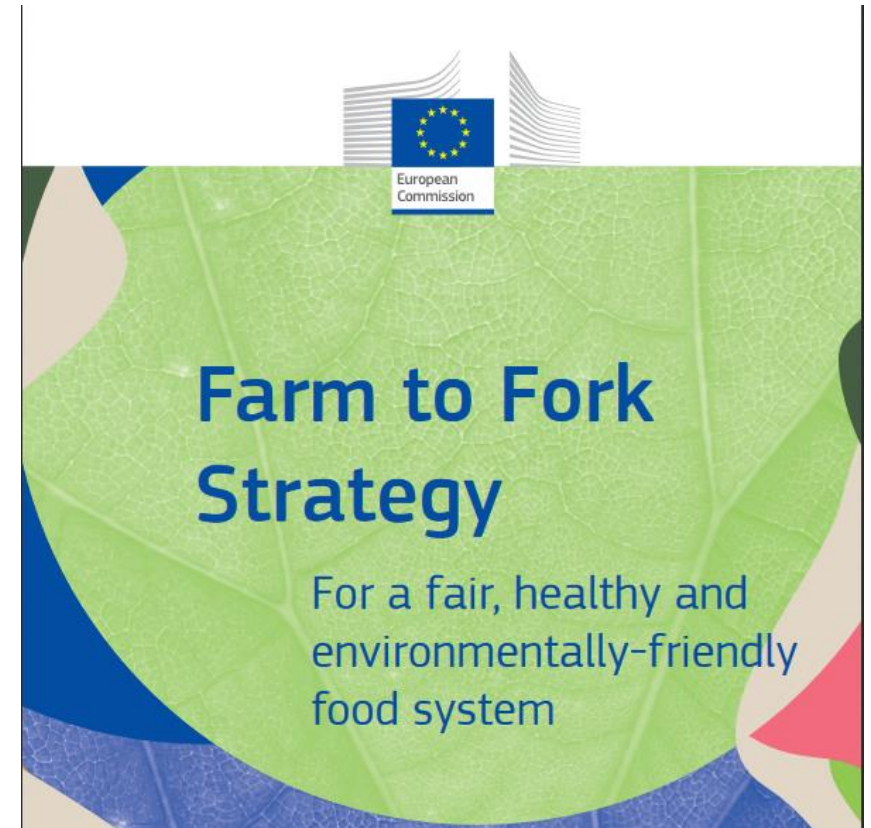
Sell **EU** products in an
increasingly competitive
global marketplace

Increase the awareness
and recognition of **Union**
quality schemes



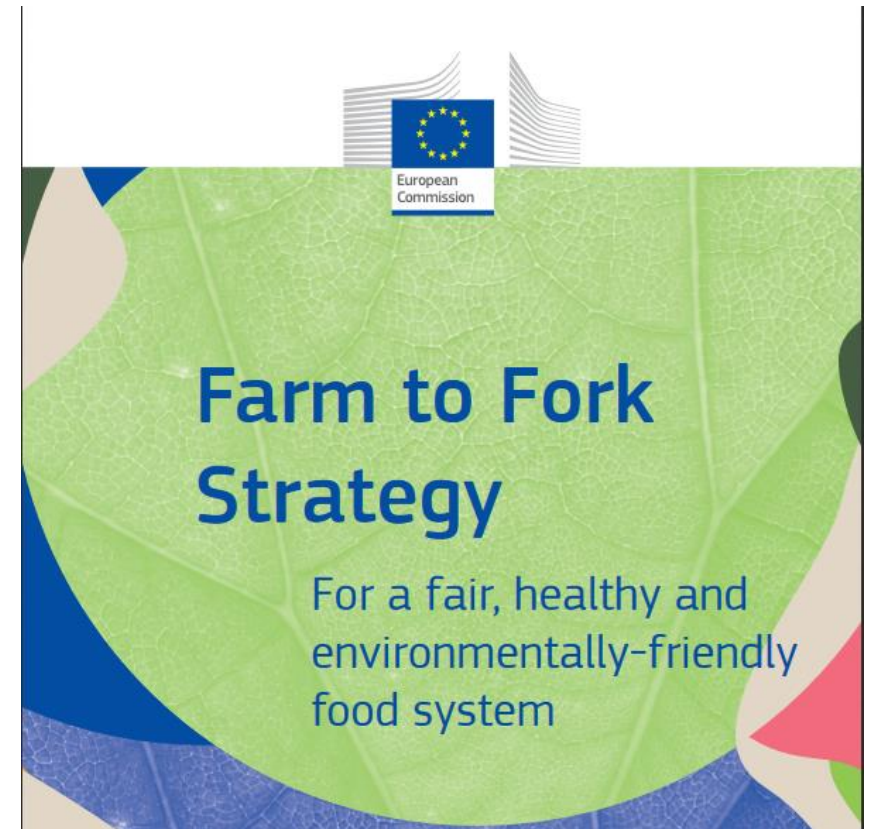
F2F - Promotion of agricultural products

- The Farm to Fork strategy announced that the Commission will undertake a review of the EU promotion programme for agricultural products, with a view to **enhancing its contribution to sustainable production and consumption**, and in line with the evolving diets.
- In relation to meat, the review should focus on how the promotion policy can **support the most sustainable carbon-efficient methods of livestock production**.



F2F - Promotion of agricultural products

- **Sustainable food systems:**
 - Are profitable throughout (economic sustainability),
 - Bring broad based benefits for society (social sustainability) and
 - Have a positive or neutral impact on the natural environment (environmental sustainability)
- Promotion policy can be an incentive to and a reward for transition;
- Promotion policy can contribute to F2F ambition “global standards for sustainability”.



Policy context

FARM TO FORK STRATEGY

for a fair, healthy
and
environmentally-
friendly food
system
20 May 2020



EUROPE'S BEATING CANCER PLAN

A new EU approach
to prevention,
treatment and care
3 February 2021



EU TRADE POLICY REVIEW

An Open,
Sustainable and
Assertive Trade
Policy
18 February 2021



ACTION PLAN

For the
Development of
Organic Production
25 March 2021

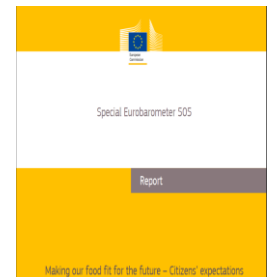


Communication
from the
Commission on the
European Citizens'
Initiative (ECI) 'End
the Cage Age'
9 July 2021



SPECIAL EUROBAROMET

ER 505
Making our food
fit for the future
– Citizens'
expectations
December 2020



Promotion policy; balancing market needs, the contribution to environmental sustainability, public health, economic sustainability, animal welfare, consumer expectations and international trade.

Enhancing the contribution of the promotion policy to sustainable production and consumption

How to:

- Annual work programmes
 - Defining annual priorities: e.g. specific topics & budgets;
 - Introduce new award criteria, within the limits of the current regulation.
- Review of the policy
 - Defining the future policy objectives based on the legal basis and regulatory framework;
 - Defining the eligibility conditions (include new eligible products and/or exclude some products);
 - Defining the delivery and implementation model of the policy.

Thank you



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