

# Promoting European Union farm products: a helping hand



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**“European Union farm products are unique in their quality and diversity. 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.”**

**Dacian Cioloș**

European Commissioner for Agriculture and Rural Development

Promotional campaigns highlight the quality, the nutritional value and the safety of EU farm products and food based on these products. They also draw attention to other intrinsic features and advantages of EU products, such as specific production methods, labelling, animal welfare and respect for the environment.

The campaigns can run inside the EU, or beyond its borders with the objective of opening up new markets for EU farmers (see figure 1). Between 2000 and 2009, 450 promotional programmes received EU co-financing and all 27 member states benefited from the measure. Product sectors that received the highest amount of co-financing were the fresh fruit and vegetables and dairy sectors (see figure 2).

**Co-financing by market type**

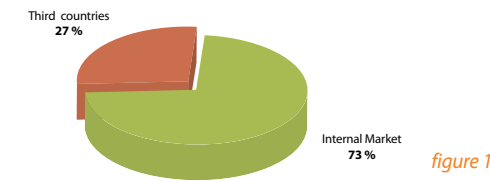


figure 1

**Co-financing by product sector**

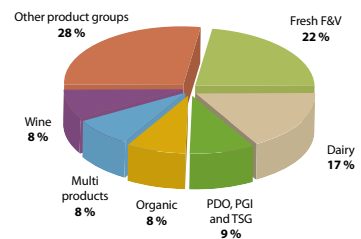


figure 2



**European Commission  
Directorate-General for Agriculture and Rural Development**

<http://ec.europa.eu/agriculture/>

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# The principles of **promotion**



## Getting down to details: applying **for support**



- Promotional activities can include advertising campaigns in the press, on television, on radio or on the Internet; point-of-sale promotions; public relations campaigns; participation in exhibitions and fairs and a range of other activities.
- EU financing can cover half of the cost of a campaign. The professional organisation behind the campaign must contribute at least 20 percent of the cost. National authorities can provide the remainder of the funding. The EU contribution can be 60 percent for measures for the promotion of fruit and vegetables intended specifically for children in EU schools, as well as for those concerning information on responsible drinking patterns and harm linked to hazardous alcohol consumption.

- Programmes should preferably be multiannual and extensive enough to have a significant impact on the targeted markets. Where appropriate, they may be implemented in the markets of more than one Member State.
- Priority is given to programmes proposed by organisations from several Member States, or providing for measures in several Member States or third countries.
- Products cannot be promoted on the basis of their origin, unless they come from a specific area identified under EU rules, such as products that have been recognised through a scheme such as 'protected designation of origin' (PDOs) or 'protected geographic indication' (PGIs).

- The type of farm product or foodstuff that can be promoted varies depending on whether the campaign takes place inside or outside of the EU:
  - Campaigns taking place **within the EU** can cover: fresh or processed fruit and vegetables; fibre flax; live plants and ornamental horticulture products; olive oil and table olives; seed oils; milk and dairy products; poultry meat; fresh, chilled and frozen meat produced under EU or national quality schemes; egg labelling; honey and bee products; wines with a protected designation of origin or a protected geographical indication; wines with an indication of the wine grape variety; organic farming and its products; and products that are part of a quality scheme: protected designation of origin (PDO), protected geographical indication (PGI), traditional speciality guaranteed (TSG) and the quality schemes themselves.

- Campaigns taking place **outside the EU** can cover: fresh, chilled and frozen beef, veal and pork, and food preparations made from them; quality poultry meat; dairy products; olive oil and table olives; wines with a protected designation of origin or a protected geographical indication, wines with an indication of the wine grape variety; spirit drinks with a protected geographical indication; fresh and processed fruit and vegetables; products processed from cereals and rice; fibre flax; live plants and ornamental horticulture products; PDO/PGI/TSG products; and organic products.

- National authorities in EU countries pre-select campaigns for EU support. They publish calls for proposals, and pass applications onto the European Commission for consideration. Links to the websites of the relevant national authorities are available at [http://ec.europa.eu/agriculture/prom/linksms\\_en.htm](http://ec.europa.eu/agriculture/prom/linksms_en.htm)
- The deadlines for submitting proposals are the same each year: 30 November for campaigns running within the EU; 31 March for campaigns in non-EU countries.

- The rules of the scheme are laid down in EU legislation: Council Regulation 3/2008 sets out the framework, while Commission Regulation 501/2008 gives the detailed rules. Further information, including both of these Regulations in the EU's official languages, is available at [http://ec.europa.eu/agriculture/prom/index\\_en.htm](http://ec.europa.eu/agriculture/prom/index_en.htm)