

Reform PROMOTION – COM (2013)812
Main elements of the political agreement of 1 April 2014
in comparison to regulation in force (EC) n° 3/2008

	Regulation 3/2008	Political agreement of 1.4.2014
European promotion strategy	Guidelines fixed in annex to implementing regulation and only occasionally updated.	Establishment of a promotion strategy: yearly work programme of the Commission defining strategic priorities (target groups, products, themes or target markets) and adopted as an implementing act.
Target market	No difference between internal market and third countries. In practice, proposals submitted by the sector cover: - Internal market: 2/3 of actions - Third countries: 1/3 of actions	Priority given to programmes targeting third countries.
Eligible products and themes	Positive restrictive list in annex to implementing regulation limited to certain agricultural products listed in Annex I to the TFEU.	All agricultural products of annex I to the TFEU, excluding tobacco. Certain transformed products, such as beer, chocolate, bread and pastry, pasta, salt, sweet corn and cotton. Spirit drinks with geographical indication. Fisheries products if associated to another product. Wine associated to another product or alone if subject of a multi country programme. National quality schemes.
Mention of origin and visibility of brands	Generic campaigns	Flexibility to mention brands and origin under certain conditions: Mentioning of the origin of products: - on the internal market: if origin is secondary to the main campaign message - on third markets: possible in the main campaign message if a European message is present on the same level Mentioning of brands as a secondary message in a banner displaying several brands.
Beneficiaries	Professional organisations	Professional organisations Producers' organisations Producers' groups within the meaning of Art. 3 of Reg. 1151/2012 on quality schemes. Organisms involved in a mission of public interest in charge of promotion of

		agricultural products (example: Agence Bio, Chambers of agriculture)
Technical support	-	Establishment of technical support to help operators participate in co-financed programmes, prepare efficient campaigns or develop activities on export markets.
Management	Two-step selection of programmes (member state, followed by the Commission). Programme management shared with member states.	One step selection of programmes by the Commission. Multi country programmes directly managed by the Commission Simple programmes in shared management with the member states.
Crisis management	Measures for sectors which face specific or temporary problems.	Mentioned in general objectives. EU co-financing rate of 85% for crisis programmes. Specific arrangements in the work programme. Possible reply via measures organised on Commission's initiative.
Co-financing rate	50% EU + min. 20% proposing organisation + max. 30% MS 2 exceptions with 60% EU rate: - F&V in schools - wine (responsible drinking patterns)	End of national co-financing. EU co-financing rate of 70% for simple programmes. EU co-financing rate of 80% for multi programmes and programmes targeting third countries. EU co-financing rate of 85% for crisis programmes. 5% top on for beneficiaries from MS under financial assistance.
Evaluation and follow up	Follow-up group.	Definition of global follow-up indicators.
Budget	2013 : 61 M€ (1 M€ in direct management and 60 M€ in shared management)	Spending estimated to 200 M€ per year as from 2019.