



EU continues strong support to promote sustainable agri-food products in 2022

Brussels, 15 December 2021

For 2022, a total of **€185.9 million** was allocated to the promotion of EU agri-food products in and outside the EU. Similarly to 2021, next year's [promotion policy work programme](#) focuses on products and agricultural practices that support the European Green Deal objectives, such as EU organic products, fruit and vegetables, sustainable agriculture and animal welfare.

Agriculture Commissioner Janusz **Wojciechowski** said: *"The promotion of European agri-food products quality and safety, in the EU and worldwide, is an important dimension of the Commission's support to farmers and producers. Our promotion policy plays a key role in the transition towards sustainable food systems. Our aim is to increase awareness of organic farming and more sustainable agricultural practices, coupled with the promotion of fresh fruits and vegetables, essential for healthy eating and balanced diets. Demand for these products needs to grow if we want more producers to join the green transition."*

The promotion policy will co-fund campaigns in line with the European Green Deal ambitions, supporting objectives from the [Farm to Fork strategy](#), [Europe's beating cancer plan](#), the [EU organic action plan](#) and the [Communication](#) on the European citizens' initiative 'End the cage age'. Campaigns should inform EU and global consumers about organic farming, EU sustainable agriculture and the contribution of the agri-food sector towards climate action and the environment. Inside the EU, campaigns will also promote healthy eating and balanced diets by increasing the consumption of fresh fruit and vegetables.

Furthermore, to increase coherence with Europe's Beating cancer plan, the campaigns' visual promotion material will have to refer to the Food Based Dietary Guidelines of the targeted EU country.

Another focus of the campaigns will be to highlight the high safety and quality standards, as well as the diversity and traditional aspects of EU agri-food products. This includes the promotion of EU quality schemes such as [geographical indications](#) in the EU.

Finally, regarding campaigns outside the EU, priorities are set on markets with high-growth potential, such as Japan, South Korea, Canada and Mexico. The selected campaigns are expected to enhance the competitiveness and consumption of EU agri-food products, raise their profile and increase their market share in these targeted countries.

The calls for proposals for the upcoming 2022 campaigns will be published in early 2022. A wide range of bodies, such as trade organisations, producer organisations and agri-food groups responsible for promotion activities are eligible to apply for funding and submit their proposals. Projects will be assessed against the climate and environmental objectives of [the CAP](#), the [European Green Deal](#) and the [Farm to Fork strategy](#), in particular with regard to sustainability of production and consumption.

Background

EU policy for the [promotion of agri-food products](#) is designed to increase the sector's competitiveness by taking advantage of expanding global agri-food markets, and raising awareness of the high standards used in EU agriculture, including in terms of quality and sustainability. It is [currently under review](#), as envisaged in the Farm to Fork strategy.

For More Information

[Annual Work Programme 2022](#)

[Evaluation of the EU agricultural promotion policy – internal and third country markets](#)

[Promotion of EU farm products](#)

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