

# Evaluation of the EU agricultural promotion policy

Fields marked with \* are mandatory.

## Introduction

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The public consultation is part of the evaluation that will assess the Union's reformed agricultural promotion policy. In particular, it will investigate the measures adopted under the 2016, 2017 and 2018 annual work programmes, including both promotion programmes (promotion actions in the EU market and in third countries, put forward by proposing organisations), as well as measures carried out at the initiative of the Commission (high level missions, trade fairs, own campaigns and technical support services). The evaluation covers Member States and third countries where promotion measures are implemented. The contributions gathered through this public consultation will be a valuable contribution to the preparation of the report on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries. The Commission has to submit the report by 31 December 2020 to the European Parliament and to the Council.

The aim of the envisaged consultation is to seek information and feedback from the relevant stakeholders and the wider public in relation to the effects of the EU agricultural promotion policy.

## About you

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### \* Language of my contribution

- Bulgarian
- Croatian
- Czech
- Danish
- Dutch
- English
- Estonian
- Finnish
- French
- Gaelic
- German
- Greek
- Hungarian
- Italian
- Latvian

- Lithuanian
- Maltese
- Polish
- Portuguese
- Romanian
- Slovak
- Slovenian
- Spanish
- Swedish

\* I am giving my contribution as

- Academic/research institution
- Business association
- Company/business organisation
- Consumer organisation
- EU citizen
- Environmental organisation
- Non-EU citizen
- Non-governmental organisation (NGO)
- Public authority
- Trade union
- Other

\* First name

\* Surname

\* Email (this won't be published)

\* Scope

- International
- Local

- National
- Regional

\* Organisation name

*255 character(s) maximum*

\* Organisation size

- Micro (1 to 9 employees)
- Small (10 to 49 employees)
- Medium (50 to 249 employees)
- Large (250 or more)

Transparency register number

*255 character(s) maximum*

Check if your organisation is on the [transparency register](#). It's a voluntary database for organisations seeking to influence EU decision-making.

\* Country of origin

Please add your country of origin, or that of your organisation.

- |                                      |  |                                     |  |
|--------------------------------------|--|-------------------------------------|--|
| <input type="radio"/> Afghanistan    | <input type="radio"/> Djibouti           | <input type="radio"/> Libya         | <input type="radio"/> Saint Martin                     |
| <input type="radio"/> Åland Islands  | <input type="radio"/> Dominica           | <input type="radio"/> Liechtenstein | <input type="radio"/> Saint Pierre and Miquelon        |
| <input type="radio"/> Albania        | <input type="radio"/> Dominican Republic | <input type="radio"/> Lithuania     | <input type="radio"/> Saint Vincent and the Grenadines |
| <input type="radio"/> Algeria        | <input type="radio"/> Ecuador            | <input type="radio"/> Luxembourg    | <input type="radio"/> Samoa                            |
| <input type="radio"/> American Samoa | <input type="radio"/> Egypt              | <input type="radio"/> Macau         | <input type="radio"/> San Marino                       |
| <input type="radio"/> Andorra        | <input type="radio"/> El Salvador        | <input type="radio"/> Madagascar    | <input type="radio"/> São Tomé and Príncipe            |
| <input type="radio"/> Angola         | <input type="radio"/> Equatorial Guinea  | <input type="radio"/> Malawi        | <input type="radio"/> Saudi Arabia                     |
| <input type="radio"/> Anguilla       | <input type="radio"/> Eritrea            | <input type="radio"/> Malaysia      | <input type="radio"/> Senegal                          |
| <input type="radio"/> Antarctica     | <input type="radio"/> Estonia            | <input type="radio"/> Maldives      | <input type="radio"/> Serbia                           |

- Antigua and Barbuda
- Argentina
- Armenia
- Aruba
- Australia
- Austria
- Azerbaijan
- Bahamas
- Bahrain
- Bangladesh
- Barbados
- Belarus
- Belgium
- Belize
- Benin
- Bermuda
- Bhutan
- Bolivia
- Bonaire Saint Eustatius and Saba
- Bosnia and Herzegovina
- Botswana
- Bouvet Island
- Brazil
- Eswatini
- Ethiopia
- Falkland Islands
- Faroe Islands
- Fiji
- Finland
- France
- French Guiana
- French Polynesia
- French Southern and Antarctic Lands
- Gabon
- Georgia
- Germany
- Ghana
- Gibraltar
- Greece
- Greenland
- Grenada
- Guadeloupe
- Guam
- Guatemala
- Guernsey
- Guinea
- Mali
- Malta
- Marshall Islands
- Martinique
- Mauritania
- Mauritius
- Mayotte
- Mexico
- Micronesia
- Moldova
- Monaco
- Mongolia
- Montenegro
- Montserrat
- Morocco
- Mozambique
- Myanmar /Burma
- Namibia
- Nauru
- Nepal
- Netherlands
- New Caledonia
- New Zealand
- Seychelles
- Sierra Leone
- Singapore
- Sint Maarten
- Slovakia
- Slovenia
- Solomon Islands
- Somalia
- South Africa
- South Georgia and the South Sandwich Islands
- South Korea
- South Sudan
- Spain
- Sri Lanka
- Sudan
- Suriname
- Svalbard and Jan Mayen
- Sweden
- Switzerland
- Syria
- Taiwan
- Tajikistan
- Tanzania

- British Indian Ocean Territory
- British Virgin Islands
- Brunei
- Bulgaria
  
- Burkina Faso
- Burundi
  
- Cambodia
  
- Cameroon
  
- Canada
- Cape Verde
- Cayman Islands
  
- Central African Republic
- Chad
- Chile
- China
  
- Christmas Island
- Clipperton
- Cocos (Keeling) Islands
  
- Colombia
- Comoros
  
- Congo
  
- Guinea-Bissau
- Guyana
- Haiti
- Heard Island and McDonald Islands
- Honduras
- Hong Kong
- Hungary
- Iceland
- India
- Indonesia
- Iran
- Iraq
- Ireland
- Isle of Man
- Israel
- Italy
- Jamaica
- Japan
- Jersey
- Jordan
- Kazakhstan
  
- Nicaragua
- Niger
- Nigeria
- Niue
  
- Norfolk Island
- Northern Mariana Islands
- North Korea
- North Macedonia
- Norway
- Oman
- Pakistan
- Palau
- Palestine
- Panama
- Papua New Guinea
- Paraguay
- Peru
- Philippines
- Pitcairn Islands
- Poland
- Portugal
  
- Thailand
- The Gambia
- Timor-Leste
- Togo
  
- Tokelau
- Tonga
- Trinidad and Tobago
- Tunisia
- Turkey
- Turkmenistan
- Turks and Caicos Islands
- Tuvalu
- Uganda
- Ukraine
- United Arab Emirates
- United Kingdom
- United States
- United States Minor Outlying Islands
- Uruguay
- US Virgin Islands
- Uzbekistan

- Cook Islands
- Costa Rica
- Côte d'Ivoire
- Croatia
- Cuba
  
- Curaçao
  
- Cyprus
  
- Czechia
  
- Democratic Republic of the Congo
- Denmark
  
- Kenya
- Kiribati
- Kosovo
- Kuwait
- Kyrgyzstan
  
- Laos
  
- Latvia
  
- Lebanon
  
- Lesotho
- Liberia
  
- Puerto Rico
- Qatar
- Réunion
- Romania
- Russia
  
- Rwanda
  
- Saint Barthélemy
- Saint Helena Ascension and Tristan da Cunha
- Saint Kitts and Nevis
- Saint Lucia
  
- Vanuatu
- Vatican City
- Venezuela
- Vietnam
- Wallis and Futuna
- Western Sahara
- Yemen
  
- Zambia
- Zimbabwe

\* Publication privacy settings

The Commission will publish the responses to this public consultation. You can choose whether you would like your details to be made public or to remain anonymous.

**Anonymous**

Only your type of respondent, country of origin and contribution will be published. All other personal details (name, organisation name and size, transparency register number) will not be published.

**Public**

Your personal details (name, organisation name and size, transparency register number, country of origin) will be published with your contribution.

I agree with the [personal data protection provisions](#)

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## EVALUATION OF THE EU AGRICULTURAL PROMOTION POLICY

The objective of the European Union's promotion policy for agricultural and food products is to enhance the competitiveness of the Union's agricultural sector, both internally and in third countries.

A reform of this policy was adopted by the European Parliament and the Council in 2014 with an increased annual budget of up to €200 million by 2019. Strategic priorities and their corresponding budgets are defined in the annually adopted work programmes which are implemented through the publication of calls for proposals. The evaluation and selection of the draft programmes are organised by the executive Consumers, Health, Agriculture and Food Agency (CHAFEA). The Agency is also mandated to manage programmes proposed and run jointly by organisations from several Member States. The reformed policy introduced further important changes. These include mention of the origin of the products and display of trademarks which are only allowed on condition that promotion campaigns remain generic in nature; expansion of the scope of eligible products and eligible beneficiaries ; abolition of the optional co-financing by the Member States thereby creating a level playing field. In addition to promotion programmes, the European Commission carries out own initiative actions such as participation in fairs, and high level missions, communication campaigns to disseminate knowledge about EU agricultural products, boosting export possibilities in third countries.

This Public Consultation is launched to support the ongoing evaluation of agricultural promotion policy. The evaluation aims to determine how well the objectives have been met by considering the effectiveness, efficiency, relevance, coherence and EU added value of the policy. You are invited to contribute to this evaluation by replying to the questionnaire below. This questionnaire covers the measures of the promotion policy. It focuses particularly on the changes made in the 2014 reform.

This public consultation is conducted by the Directorate-General for Agriculture and Rural Development, Unit C.4 "Monitoring and Evaluation".

The questionnaire will take around 20 minutes to complete.

## *Introductory questions*

1. To allow us to better understand your interest in the promotion of agricultural products, please indicate the sector that you represent **(one answer possible)** :

- Agriculture and forestry
- Agrofood
- Civil Society and Environmental Protection
- Rural Development
- Churches and Religious Communities
- Maritim Affairs and Fisheries
- Regional and Urban Development
- Development Cooperation
- Education
- Energy
- Health
- Trade
- Other (\*)

(\*) If "other", please specify :

2. Please specify your role in the promotion of agricultural and food products **(one answer possible)** :

- Proposing organisation
- Implementing body
- Evaluation body
- National authority
- Other (\*)

(\*) If "other", please specify :

3. Are you aware of the EU agricultural and food promotion policy covering various agricultural products ?

- Yes
- No

If so, to what extent do you support the EU agricultural and food promotion policy ?  
**(one answer possible)** :

- Strongly support
- Support
- Not support
- Strongly not support
- I don't know

4. Are you a beneficiary of funding schemes that are part of the EU agricultural promotion policy ?

- Yes
- No

If so, what activities are supported by EU funding ?



## How effective were the measures ?

(Have the objectives been met ?)

5. The objective of the European Union's promotion policy for agricultural and food products is to enhance the competitiveness of the Union's agricultural and food sector, both on the EU market and outside the EU. In your opinion, do the European Union's promotion measures on the EU market and outside the EU reach this objective of increasing competitiveness ?

	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	I don't know
On the EU market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outside the EU	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Since 2019, the European annual budget for promotion of agricultural and food products amounts to around € 200 million. The financing of promotion programmes by the EU is of at least 70%. Are these amounts providing the expected results ? (one answer possible) :

- Fully
- Partially
- Not at all
- On the contrary
- I don't know

7. In 2014, the reform of the promotion policy enlarged the eligibility of both the proposing organisations and the list of products that can pretend to the funds for the promotion programmes. In your opinion, what is the impact of this enlargement on the promotion of EU agricultural products ? (one answer possible) :

- Very positive
- Positive
- None
- Negative
- I don't know

8. The new rules of the agricultural and food promotion policy laid down in [EU Regulation 1144/2014](#) have allowed for a restricted mention of the origin and

display of brands on the visuals created. To what extent does this new possibility help the promotion of EU agricultural and food products ? (one answer possible) :

- To a large extent
- To a fairly good extent
- To some extent only
- Not at all
- I don't know

9. How effective are the European Commission actions below to promote the EU agricultural and food products ?

	Very effective	Effective	Not fully effective	Not at all effective	I don't know
High-level missions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participation in fairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality, Sanitary and Phytosanitary Standards Seminars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication campaigns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Production of market entry handbooks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### ***How efficient were the measures ?***

*(Were the costs involved reasonable ?)*

10. After a promotion programme has been chosen by the European Commission, the proposing organization must select an implementing body following Member States' rules. Are the rules applied by the Member States concerning the procedure for the selection of implementing bodies efficient ? (one answer possible) :

- Very efficient
- Efficient
- Not entirely efficient
- Not efficient at all
- I don't know

11. In 2014, the Commission changed the system of application requirements, application submission, evaluation, selection, management of promotion programmes and technical support provided to the proposing organisations. Is this

new system for the promotion of EU agricultural and food products efficient ? (one answer possible) :

- Very efficient
- Efficient
- Not entirely efficient
- Not efficient at all
- I don't know

12. The Consumers, Health, Agriculture and Food Executive Agency (CHAFEA) manages directly information and promotion programmes proposed by several countries ("multi programmes"), whereas Member States and the European Commission share the management of information and promotion programmes proposed by one single country ("simple programmes"). In your opinion, is the direct management more efficient than the shared management ? (one answer possible) :

- Far more efficient
- More efficient
- It makes no difference
- Less efficient
- I don't know

13. The European Commission organises promotion actions such as high-level missions, participation in fairs, Quality, Sanitary and Phytosanitary Standards (SPS) Seminars, communication campaigns, production of market entry handbooks. Are the actions below efficient in promoting the EU agricultural and food products ?

	Very efficient	Efficient	Not entirely efficient	Not efficient at all	I don't know
High-level missions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participation in fairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality, Sanitary and Phytosanitary Standards Seminars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication campaigns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Production of market entry handbooks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. When submitting promotion programmes to the European Commission for selection, proposing organisations have the possibility to present different programmes under different topics. In your opinion, does the possibility for proposing organisations to submit several programmes under several topics contribute to the efficiency of the policy ? (one answer possible) :

- Very much
- Moderately
- It makes no difference
- On the contrary
- I don't know

### *Were the measures relevant ?*

*(Is EU action necessary ?)*

15. [Annual Work Programmes](#) are adopted every year to set the EU strategy for the promotion of agricultural and food products in terms of audiences, products, regions to be targeted. Have the strategic targets defined since 2015 and listed below been relevant for the promotion of EU agricultural and food products ?

	Very relevant	Moderately relevant	Slightly relevant	Irrelevant	I don't know
Audiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. The European Commission organises promotion actions. Are the actions listed below relevant to promote the EU agricultural and food products ?

	Very relevant	Moderately relevant	Slightly relevant	Irrelevant	I don't know
High-level missions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participation in fairs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality, Sanitary and Phytosanitary Standards Seminars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication campaigns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Production of market entry handbooks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. When benefiting from the EU promotion policy support, proposing organization must include the signature "Enjoy ! It's from Europe" in all their visuals. In your opinion, to what extent is the use of this signature relevant for the promotion of EU agricultural and food products ? (one answer possible) :

- To a large extent
- To a fairly good extent
- To some extent only
- Not at all
- I don't know

### ***Were the measures coherent ?***

*(Does the policy complement other EU funded actions ?)*

18. The agricultural and food promotion policy supports promotion programmes submitted by proposing organizations, as well as actions endorsed by the European Commission. Do the actions endorsed by the European Commission achieve coherence with the promotion programmes submitted by proposing organisations ? (one answer possible) :

- Very clearly
- Moderately
- Only slightly
- Not at all
- I don't know

19. Is the EU agricultural and food promotion policy coherent with the promotion measures implemented by the Member States or under private initiatives ? (one answer possible) :

- Fully coherent
- Generally coherent
- Coherent to a small extent
- Incoherent
- I don't know

20. In your opinion is the EU agricultural and food promotion policy coherent with the other EU policies below promoting EU products ?

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	Fully coherent	Coherent	Slightly coherent	Incoherent	I don't know
Promotion measures in the National Support Programs for the wine sector	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rural Development quality labels' promotion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Operational Programs in fruits and vegetables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support of the European Commission Directorate General of Maritime Affairs and Fisheries (MARE)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support of the European Commission Directorate General for Regional and Urban Policy (REGIO)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. In your opinion is the agricultural and food promotion policy coherent with the other EU policies below ?

	Fully coherent	Coherent	Slightly coherent	Incoherent	I don't know
Environmental policy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climate action policy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health policy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trade policy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development policy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. In your opinion, how can the promotion policy be made more coherent with the sustainable food systems as described in the [European Green Deal](#), while reflecting sustainability in economic, environmental, social and health aspects ?

*1000 character(s) maximum*

***Was there an EU-added value ?***

***(Can or could similar changes have been achieved at national/regional level, or did EU action provide clear added value ?)***

23. In your opinion, is the EU agricultural and food promotion policy better able to achieve objectives to improve competitiveness of the agricultural sector than a policy on national/regional level ? (one answer possible) :

- Far better
- Better
- It makes no difference
- It is less able
- I don't know

24. To what extent do the EU agricultural and food promotion policy measures contribute to spread an EU message on the internal market and in third countries ? (one answer possible) :

- Strongly
- Moderately
- Not at all
- They provide a negative contribution
- I don't know

25. Are the tools and events set up by the EU agricultural and food promotion policy helping enhancing the communication and collaboration between stakeholders at the EU level and in the Member States (CHAFEA portal, Info Days, matchmaking sessions) ? (one answer possible) :

- Strongly
- Moderately
- They have a neutral impact
- They work out negatively
- I don't know

26. In your opinion, what are the most essential benefits of EU agricultural and food promotion policy measures and funding that Member States acting on their own could not achieve ?

*1000 character(s) maximum*

27. In your opinion, how can the EU agricultural and food promotion policy be improved ?

*1000 character(s) maximum*

28. At the moment, the promotion policy budget is €91,4 million for "multi programmes", €9,5 million for measures on the initiative of the European Commission and €100 million for "simple programmes". In your opinion, should this division be adapted and/or the budget be changed.

If yes, please explain :

*1000 character(s) maximum*

## ***Documents upload and final comments***

29. Please feel free to ***upload a concise document***, such as a position paper.

*Please note that the uploaded document will be published alongside your response to the questionnaire which is the essential input to this public consultation.*

*The document is optional and serves as additional background reading to better understand your position.*

**Please upload your file**

The maximum file size is 1 MB

Only files of the type pdf,txt,doc,docx,odt,rtf are allowed

30. If you wish to add ***further information*** - within the scope of this questionnaire - please feel free to do so here :

*1000 character(s) maximum*



