



EU farm and food products – review of policy on promotion inside and outside the EU

Fields marked with * are mandatory.

Introduction

The EU agricultural and food promotion policy aims at enhancing the competitiveness of the EU farming sector and at increasing awareness of the quality and high standards of EU food products in the EU and in non-EU countries. The promotion policy is rooted in the support foreseen in the Treaty on the functioning of the European Union for the farming sector through the common agricultural policy.

The [policy evaluation](#) found that the promotion policy has broadly achieved its objectives and that there are no major inconsistencies with other EU policies. The [Commission's report](#) to the European Parliament and the Council on the implementation of the promotion policy noted that the promotion policy could be better aligned with political priorities and that it is an increasingly important tool to deliver on the objectives of the [European Green Deal](#), the [Farm to Fork strategy](#) and of the [Europe Beating Cancer Plan](#).

Therefore, the policy's review in 2021 should enhance its contribution to sustainable agricultural production and consumption, in line with a shift to a more plant-based diet, with less red and processed meat and other foods linked to cancer risk and more fruit and vegetables while maintaining or even increasing the policy's effectiveness in supporting the EU agri-food sector's competitiveness and resilience.

This consultation aims to collect the public opinions on possible options for the review of the promotion policy. Your answers will feed into an impact assessment. Replying to the questionnaire will take about 10 minutes. You can also upload documents at the end of the questionnaire.

About you

* Language of my contribution

* I am giving my contribution as

* First name

* Surname

* Email (this won't be published)

* Country of origin

The Commission will publish all contributions to this public consultation. You can choose whether you would prefer to have your details published or to remain anonymous when your contribution is published. **For the purpose of transparency, the type of respondent (for example, 'business association', 'consumer association', 'EU citizen') country of origin, organisation name and size, and its transparency register number, are always published. Your e-mail address will never be published.** Opt in to select the privacy option that best suits you. Privacy options default based on the type of respondent selected

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

Awareness of promotion policy and experience with it

Are you aware of the EU agricultural and food promotion policy covering various EU agricultural products (including fish products)?

No
 Yes

If yes, to what extent do you support this policy?

Strongly support
 Support
 Do not support
 Do strongly not support
 Support for some product categories but do not support for other product categories
 Don't know

Does your organisation have experience with EU promotion policy?

No
 Yes

If yes

Applicant to call for proposals
 Beneficiary of grant(s)
 Implementing body
 National authority
 Trade promotion organisation
 Other

Please mark the boxes as indicated below

Relevance and EU added value

The Commission adopts a work programme every year to set the EU strategy for the promotion of agricultural and food products in terms of topics, products and regions to be targeted.

To which extent do you agree that the following actions can increase the EU added-value and the relevance of the promotion policy in the future?

Reference to quality schemes is to [EU organic certification](#), [EU geographical indications](#) and the [EU outermost regions logo](#).

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
Inside and outside the EU, focus on increasing the competitiveness of the EU agricultural sector and on raising awareness of quality schemes and the high standards used in EU agriculture, including in terms of quality and sustainability. Adapt the work programme every year to reflect EU policy priorities and an analysis of the most promising export markets (as is currently the case)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inside the EU, focus on raising awareness of quality schemes and of specific features of EU agri-food production methods such as their sustainability, climate change action and respect for the environment, animal welfare or their contribution to balanced diets and health.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outside the EU, highlight EU quality schemes and EU agri-food products high quality and high EU production standards, in particular as regards their sustainability, and boost the competitiveness of EU agri-food products on export markets.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
For both inside and outside the EU, introduce new eligibility criteria based on EU quality schemes and EU agri-food products meeting economic, environmental, climate-relevant and social sustainability criteria (future EU sustainable food system foreseen in the Commission's Farm to Fork strategy)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For inside the EU, introduce new eligibility criteria based on EU quality schemes and agri-food products contribution to healthy and balanced diets (based on Commission's communications on Europe Beating Cancer Plan)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In your opinion, how can the promotion policy be made more coherent with the sustainable food systems as foreseen in the Farm to Fork Strategy and promote a shift towards healthy sustainable diets as described in the Europe's Beating Cancer Plan?

Suggested text (please write in your own words): The EU promotion policy should no longer promote meat, eggs, dairy and fish. To increase policy coherence with the Farm to Fork strategy and Europe's Beating Cancer Plan, it should facilitate a shift to healthy, sustainable diets by promoting plant-based foods.

Focusing the scope of the policy

The promotion policy currently supports promotion programmes targeting countries inside and outside the EU. In your opinion, on which markets should the EU co-finance promotion programmes for EU products?

Both in the EU and in non-EU countries, but primarily in non-EU countries (as is currently the case)
 Both in the EU and in non-EU countries, but primarily in the EU
 In Non-EU countries only
 In EU countries only
 Don't know

Please mark the boxes as indicated below

To what extent do you agree that the promotion policy should support the following promotion and information action

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
Inside and outside the EU: It should support EU agri-food products competitiveness, raise awareness of quality schemes and generally of the high quality of EU agri-food products and high standards of EU production methods (as is the case at present)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inside the EU: It should only promote EU agri-food products and quality schemes which are sustainably produced, respecting all sustainability elements, including animal welfare, respect for the environment and climate as defined in the Farm to Fork strategy	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inside the EU: It should only promote EU agri-food products and quality schemes which are aligned with healthy, sustainable diets as described in the Europe Beating Cancer Plan	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outside the EU: It should only promote EU agri-food products and quality schemes with the objective of increasing the awareness and competitiveness of EU agri-food products (as is currently the case)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Outside the EU: It should only promote EU agri-food products and quality schemes which are sustainably produced, respecting all sustainability elements, including animal welfare, respect for the environment and climate as defined in the Farm to Fork strategy	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outside the EU: It should only promote EU agri-food products and quality schemes which are aligned with the dietary recommendations of the national authorities in the target country	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outside the EU: It should promote the same EU agri-food products that are promoted inside the EU.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Enhance contribution to other policies objectives through new eligibility / selection conditions

The agricultural promotion policy currently supports a wide range of products of the agri-food sector. The list of eligible EU products and schemes is mentioned in Article 5 of Regulation [1144/2014](#).

Please mark the boxes as indicated below.

To what extent do you agree with the following statements?

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
All products currently eligible should remain eligible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
All products currently eligible should remain eligible, but subject to selection criteria that value higher those proposals that demonstrate a tangible contribution to sustainable production and consumption, and in line with the shift to a more plant-based diet, with less red and processed meat and more fruit and vegetables.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
All products currently eligible should remain eligible, but subject to selection criteria that limit the proposals selected to those that demonstrate a tangible contribution to sustainable production and consumption, and in line with the shift to a more plant-based diet, with less red and processed meat and more fruit and vegetables.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
The list of eligible products should be limited by explicitly excluding EU agri-food products that are not sustainably produced.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The list of eligible products should be limited by explicitly excluding EU agri-food products that are not in line with the shift to a more plant-based diet.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Inside the EU, with regard to spirits (with a protected geographical indication), wine (with designation of origin or protected geographical indication status or wine carrying an indication of the wine grape variety) and beer, promotion is limited to informing consumers of the EU quality scheme and of the responsible consumption of those beverages. In the case of simple programmes, wine must be associated with other products (wine and cheese for instance).

Inside and outside the EU, promotion campaigns must adhere to applicable national rules on advertising and promotion campaigns.

In your opinion, how should the promotion of alcoholic beverage be in the future?

	Continue with current rules	No promotion inside the EU	No promotion inside and outside the EU	Don't know
Wine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spirit drinks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

Suggested text (please write in your own words): The policy should not promote any products of animal origin such as meat, eggs, dairy or fish. It should only promote plant-based food in line with the shift to healthy, sustainable diets.

Implementation of the policy

The Commission's executive agency manages directly information and promotion programmes proposed by several countries ("multi programmes"), whereas Member States and the Commission share the management of information and promotion programmes proposed by one single country ("simple programmes"). The Commission's executive agency also manages measures at the initiative of the Commission such as high-level missions, participation in international trade fairs, seminars on EU sanitary and phyto-sanitary standards and EU quality schemes, communication campaigns, and produces market entry handbooks for selected export markets.

To which extent do you agree that the following promotion measures are the most relevant and accrue the highest EU added value?

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
Simple programmes targeting the internal market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Simple programmes targeting non-EU markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multi programmes targeting the internal market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multi programmes targeting non-EU markets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Commission own initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The evaluation of the promotion policy found that the direct management (multi programmes being managed directly by the European Commission through an Executive Agency) is more efficient than the shared management model (simple programmes managed by the Member States and the European Commission), and that the coexistence of two different managements leads to inconsistencies.

Should there be a change to the current management model?

Yes
 No

To what extent do you agree that all promotion programmes (simple and multi) should be managed directly by the European Commission's executive agency?

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
All promotion programmes (simple and multi) should be directly managed by the Commission and its executive agency.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree that simple programmes should be managed directly by the Member States only, the Commission keeping only the direct management of multi programmes?

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
Multi promotion programmes should be directly managed by the Commission.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Simple promotion programmes should be directly managed by the Member States with each Member State managing a budget allocated from the EU and respecting common rules.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Has your organisation benefited from a co-financing grant?

No
 Yes

In your opinion, how could the implementation of the EU agricultural and food promotion policy be improved to simplify its administrative burden and costs to beneficiaries?

Do you have any other points you would like to raise in the context of the public consultation?

Suggested text (please write in your own words): The EU promotion policy has incentivised and encouraged the consumption of animal-based food through promotion campaigns for meat, eggs and dairy, including from industrial animal farming. In the transition needed to healthy, sustainable diets that protects the environment, promotes public health and animal welfare, the promotion policy should only promote plant-based food.

Please upload your file

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

Thank you for participating in this survey!