

The EU campaigns to promote meat, eggs and dairy

Report on the financial contributions made by the EU to campaigns within Germany, Spain, Italy, France and Poland to promote meat, poultry and dairy products

April 2021

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The EU campaigns to promote meat, eggs and dairy

Introduction

Since 2014, the European Commission has subsidised numerous campaigns promoting the consumption of meat, eggs, and dairy products in the EU and globally. The European Commission's contribution to these campaigns is vast, with millions spent each year. These financial contributions are inconsistent with the EU's commitment to promoting sustainable, healthy diets and reducing meat consumption in the EU as laid out in the Biodiversity Strategy and the Farm to Fork strategy.

Calls for the need to reduce meat consumption

The Biodiversity and Farm to Fork Strategies

On 20th May 2020, the European Commission adopted a new Biodiversity Strategy¹ and a Farm to Fork Strategy². The two strategies are intended to work together, towards creating a competitively sustainable future for the EU. The Biodiversity Strategy focuses on promoting organic agricultural systems that are sustainable in terms of animal welfare and environmental pressures. The Farm to Fork Strategy, however, explicitly states that "*Moving to a more plant-based diet with less red and processed meat and with more fruits and vegetables will reduce not only risks of life threatening diseases, but also the environmental impact of the food system*". It also states that marketing campaigns which advertise meat at very low prices must be avoided, as this undermines the entire system. Furthermore, the strategy outlines that current consumption patterns need to change, as the high intake of red meats exceed recommendations, and need to be reduced to reverse the rise in overweight and obesity rates across the EU, and to aid in cancer prevention. The strategy also states that a key area of research going forwards will be the development of meat alternatives and plant proteins.

¹ <https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1590574123338&uri=CELEX:52020DC0380>

² <https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1590404602495&uri=CELEX:52020DC0381>

Greenpeace: EU climate diet

In a recent analysis by Greenpeace, they concluded that citizens of the EU need to reduce their meat consumption by 71% by 2030, and by 80% by 2050, in order to tackle farming's contribution to climate breakdown³. These figures are based on levels that would ensure food security, whilst keeping global heating below 1.5°C. Furthermore, these levels are still higher than what is outlined as appropriate for health by the Lancet Commission⁴.

Call from 3,600 scientists

On 8th March 2020, 3,600 scientists published an article that condemned the EU's common agricultural policy in its continued support of industrial animal farming⁵.

Appetite for reducing meat consumption

BEUC Consumer Survey: One bite at a time: Consumers and the transition to sustainable food

In 2019, BEUC, the European umbrella group for consumer organisations, conducted a survey across 11 EU countries (Austria, Belgium, Germany, Greece, Italy, Lithuania, the Netherlands, Portugal, Slovakia, Slovenia and Spain). They published the findings two weeks after the EU's Biodiversity and Farm to Fork Strategies were adopted.

The survey found that most EU consumers are open to eat more sustainably, but face challenges in doing so. The key findings from the report include;

- Consumers tend to underestimate the environmental impact of their own eating habits.
- Over half of consumers say that sustainability concerns have some, or a lot, of influence on their eating habits.
- Two thirds of consumers are open to changing their eating habits for environmental reasons.
- Around 40% have either stopped eating red meat or have cut down due to environmental reasons.
- Consumers will consider plant-based burgers and traditional vegetarian foods as alternative sources of protein.

BEUC concluded that consumers must be encouraged and supported in adopting diets that are more plant-based, as cutting red meat is crucial for lowering the food-related footprint. They state that consumers should be encouraged to eat more plant-based foods as opposed to less meat, and that there needs to be a wider range of meat-free options available in the hospitality sector. Furthermore, they argue that action is needed at various levels, including regulation, food production, and retail, to change the food environment, and to make it easy for consumers to make good choices. This includes marketing and fair pricing of sustainable, healthy alternatives to red meat.

⁴[EAT-Lancet Commission Summary Report. Food. Planet. Health.](#)

⁵[Pe'er, G. et al. \(2020\). Action needed for the EU Common Agricultural Policy to address sustainability challenges. *People and Nature*, 2\(2\), 305-316.](#)

Investment into meat substitutes

There are significant investments being made into meat substitutes, and Barclays bank consider the expected growth in this sector to be enormous⁶. The European Commission in 2018 had already spotted that the food market for vegetable proteins is “*potentially pretty profitable. (...) Especially the market for meat and dairy substitutes is promising. (...) Now that large food companies are joining this market, just like large retailers offering products under their own brand, this segment is no longer a niche market. (...) The growth rate of the food market for vegetable proteins is in double digits.*”⁷

Conflicted messaging around meat consumption

Communications from the European Commission, scientific publications, NGO campaigns and analyses, as well as changes in consumer behaviour, all point towards both the need for EU citizens to reduce meat consumption, and the fact that there is already an appetite to do so. In fact, some governments are already practising what they preach, by providing only vegetarian meals for government events⁸. Despite all of this, the European Commission continues to make considerable financial contributions into campaigns focussed on promoting meat consumption in EU citizens and around the world. Some of the campaigns they have invested in promote traditional breeds, or organic systems, which can be produced more sustainably, and with better animal welfare standards, however, the vast majority of the EU’s contributions are focussed on generic promotion of meat/ farming campaigns, incorporating intensive farming systems and promoting the consumption of meat. The paradoxical nature of these campaigns and their financial support from the EU has been noted by the media. For example, an article in the Independent scrutinises the EU-funded campaign calling for people to become ‘beefatarian’, pointing out that it is completely at odds with the need to significantly reduce meat consumption due to its impact on the planet and greenhouse gas emissions⁹.

The following report includes details on the campaigns part-funded by the European Commission that seek to promote the production and consumption of animal products in the EU and around the world.

⁶ <https://www.investmentbank.barclays.com/our-insights/carving-up-the-alternative-meat-market.html>

⁷ <https://eur-lex.europa.eu/legal-content/NL/TXT/PDF/?uri=CELEX:52018DC0757&from=EN>

⁸ <https://nos.nl/artikel/2259960-vegetarisch-wordt-de-norm-bij-diners-van-ministerie-ocw.html>

⁹ <https://www.independent.co.uk/environment/beefatarian-advert-video-eu-beef-climate-b1762427.html>

Chafea is the Consumers, Health, Agriculture and Food Executive Agency, and is an implementing body of the European Commission. Chafea is responsible for managing four EU programmes, one of which is the Promotion of Agricultural Products Programme. This is managed in accordance with the EU Regulation 1144/2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and third countries¹⁰. The Commission has had a promotion policy in place for many years, but the Commission revised the framework in 2014 to maintain competitiveness, whilst meeting the sector's needs. The Regulation (EU) 1144/2014 is the basic regulation, and it is complemented by the Commission Delegated Regulation (EU) 2015/1829¹¹ which concerns the eligibility of proposing organisations and promotion programmes and the costs eligible for EU funding, and the Commission's Implementing Regulation (EU) 2015/1831 which has rules on the brands and management of SIMPLE programmes.¹²

The EU policy on information and promotion measures for agricultural products is intended to help open up new markets. The slogan "Enjoy, it's from Europe" aims to help agricultural organisations to promote EU agri-food products on international markets and to raise awareness among consumers of the efforts made by European farmers to provide quality products. The promotion policy¹³ sets rules on how EU funding, amounting to €200 million each year, can be used for information and promotion initiatives in EU Member States and countries outside the EU. Chafea is responsible for publishing the calls for proposals, evaluating the applications, and awarding and managing the grants.

In November each year, Chafea publishes its priorities and policies in its Annual Work Programme¹⁴. This sets the strategic priorities for information and promotion measures in terms of products, schemes and markets to be targeted, along with the corresponding budgets. It constitutes the basis of the calls for proposals published in the following year. The Annual Work Programme is presented to the Member States for review before being published. From January to April each year, Chafea publishes the calls for proposals for Simple and Multi programmes. Simple calls are for programmes submitted by one or more proposing organisations from the same Member State. Multi calls are for programmes submitted by at least two proposing organisations from at least two Member States, or by one or more Union organisations. Multi programmes are directly managed by the Commission, whereas Simple programmes have shared management with the Member State. The applications are then evaluated between April and September by Chafea. The applications must fall within the frameworks and fit the eligibility criteria. The application may focus on promoting EU products or information within or outside the EU, providing they are likely to increase imports of EU agricultural products.

¹⁰ https://eur-lex.europa.eu/legal-content/en/TXT/?uri=OJ%3AJOL_2014_317_R_0004

¹¹ https://eur-lex.europa.eu/legal-content/pt/TXT/?uri=uriserv:OJ.L_.2015.266.01.0003.01.ENG

¹² https://eur-lex.europa.eu/legal-content/pl/TXT/?uri=uriserv:OJ.L_.2015.266.01.0014.01.ENG

¹³ <https://ec.europa.eu/chafea/agri/funding-opportunities/legal-framework>

¹⁴ https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/market-measures/promotion-eu-farm-products_en#annualworkprogramme

The applications may be designed to promote EU quality schemes and labels or national quality schemes. They can also promote specific features of agricultural production methods, such as authenticity or sustainability.

Chafea draws up the draft list of programme awards for presentation to the Promotion Management Committee which includes representatives of the Member States. Member States are not involved in the selection of Multi programme applications however, only in the Simple programme applications.

Eligible applicants

To be eligible for the awards, applicants must be either; a trade or inter-trade organisations representative of their sector in their Member State; a trade or inter-trade organisation at EU level; a producer organisation; or a body with a public service mission, in charge of the promotion of agricultural products. They must be representative of the sector or product concerned, but the specific criteria for this vary for different products or sectors. The proposing organisation cannot receive support for information or promotion programmes on the same product or scheme in the same geographical market on more than two consecutive occasions.

Selection criteria

The proposals are evaluated according to their; financial capacity; operational capacity (the applicants must have the competencies and qualifications necessary); Union dimension (including the impact of the project at Union level); technical quality (the quality and relevance of the proposed project); management quality (how the project will be organised and managed); and cost-effectiveness.

Co-financing

For Simple programmes, the Commission will co-finance up to 70% of the programme's budget when it is targeted at the internal EU market, and up to 80% for external market focussed programmes. For Multi programmes, the Commission will finance up to 80% for both internal and external market focussed programmes. These contributions can be increased to 85% for sectors where there is a serious market disturbance or loss of consumer confidence. Member States that are under financial assistance can also apply for a further 5% contribution.

Table 1: Overview of EU contributions (2014-2019) according to food categories

	Bovine meat	Pork meat	Poultry meat	Sheep and goat meat	Dairy (excl. Cheese)	Cheese	Eggs	Fish and Aquaculture products	Honey	Meat preparations	Other (rabbit and game)
<i>Germany</i>	€ 1,268,185	€ 2,194,130	€ 965,149	€ 219,000	€ 69,240	€ 69,240	€ 69,240	€ 0	€ 0	€ 0	€ 0
<i>Italy</i>	€ 2,100,572	€ 8,384,127	€ 745,909	€ 0	€ 12,558,984	€ 15,095,327	€ 0	€ 0	€ 0	€ 6,619,571	€ 2,100,572
<i>Spain</i>	€ 4,793,774	€ 8,028,983	€ 745,909	€ 8,265,319	€ 2,291,359	€ 242,306	€ 562,574	€ 0	€ 671,974	€ 4,657,501	€ 4,471,099
<i>Poland</i>	€ 1,953,241	€ 1,734,230	€ 5,834,020	€ 0	€ 581,010	€ 581,010	€ 0	€ 0	€ 0	€ 3,212,854	€ 0
<i>France</i>	€ 6,167,553	€ 4,458,854	€ 3,135,781	€ 4,878,216	€ 36,699,761	€ 32,744,148	€ 982,558	€ 261,006	€ 24,366	€ 3,659,202	€ 1,759,749
Total EU Contrib	€ 16,283,325	€ 24,800,324	€ 11,426,768	€ 13,362,535	€ 52,200,354	€ 48,732,031	€ 1,614,372	€ 261,006	€ 696,340	€ 18,149,128	€ 8,331,420

Note to table 1 and 2. Some of the campaigns were focused on more than one type of food (e.g. cheese and wine). For these campaigns, it is not possible to determine the exact amount of the budget that was applied to each food category (e.g. cheese versus wine) and so the total EU contribution was divided by the number of food categories listed (e.g. cheese and wine= 2) and allocated accordingly. Table 1 includes all campaigns, including those which listed single food categories and those which listed multiple categories. The EU contributions for each food category are therefore estimates in table 1. Table 2 only includes those with one food category listed, therefore the EU contributions per food category are accurate. Each of the meat categories refer to fresh, frozen and chilled. Processed meat is categorised as 'meat preparations'.

Table 2: Overview of EU contributions according to food categories (minus the estimated overlapping campaigns)

	Bovine meat	Pork meat	Poultry meat	Sheep and goat meat	Dairy (excl. Cheese)	Cheese	Eggs	Fish and Aquaculture products	Honey	Meat preparations	Other (rabbit and game)
<i>Germany</i>	€219,240	€150,000	€745,908	€219,000	€0	€0	€0	€0	€0	€0	€0
<i>Italy</i>	€ 2,100,572	€ 1,611,052	€ 745,908	€ 0	€ 0	€ 10,030,188	€ 0	€ 0	€ 0	€ 3,924,461	
<i>Spain</i>	€ 4,282,370	€ 6,921,233	€ 0	€ 7,753,915	€ 2,125,468	€ 76,415	€ 562,574	€ 0	€ 671,974	€ 4,657,501	€ 4,471,099
<i>Poland</i>	€ 0	€ 0	€ 5,124,857	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 3,212,854	€ 0
<i>France</i>	€ 5,160,659	€ 2,996,796	€ 2,128,857	€ 4,853,850	€ 24,014,823	€ 20,294,850	€ 0	€ 0	€ 0	€ 2,197,144	€ 1,759,749
Total EU Contrib	€ 11,762,841	€ 11,679,081	€ 8,745,530	€ 12,826,765	€ 26,140,291	€ 30,401,453	€ 562,574	€ 0	€ 671,974	€ 13,991,960	€ 6,230,848

These are the figures taken from the campaigns with only one food category listed.

Multiple proposing countries: overview of the campaigns receiving EU contributions

Campaign	Proposing organisation(s) & Proposing Countries	Target countries	Approval year	Duration	Animal product(s)	Campaign budget	EU contribution	% of EU contribution
EU poultry	Belgium, Germany, France, Netherlands, Italy, Poland AVEC, the association of poultry processors and poultry trade in the EU BVG Bundesverband der Geflügelschlachtereien e. V. CIDEF, Comité Interprofessionnel de la Dinde KRD-IG, Krajowa Rada Drobiarstwa – Izba Gospodarcza NEPLUVI, Nederlandse Pluimveeverwerkende Industrie UNAITALIA, Unione Nazionale Filiere Agroalimentari Italiane Delle Carni e Delle Uova	Belgium, France, Germany, Italy, Netherlands, Poland.	2019	2 years	Poultry meat (fresh, chilled and frozen)	Total: €5 500 002,32 Germany: €932 385,80 France: €1 379 857,00 Poland: €932 386,80 Italy: €932 386,00	Total: €4 400 001,86 Germany: €745 908,64 France: €1 103 885,60 Poland: €745 909,44 Italy: €745 908,80	Total: 80% Germany: 80% France: 80% Poland: 80% Italy: 80%
European lamb promotional campaign	Germany, France, Ireland, UK, Belgium, Denmark Association nationale interprofessionnelle du bétail et des viandes (INTERBEV Ltd) Agriculture and Horticulture Development Board (ADHDB) Beef and Lamb Bord Bia - The Irish Food Board	Belgium, Denmark, France, Germany, Ireland, UK	2014	3 years	Sheep and goat meat (fresh, chilled and frozen)	Total: €6 624 000,00 Germany: €438 000,00 France: €3 222 000,00	Total: €3 312 000,00 Germany: €219 000,00 France: €1 611 000,00	Total: 50% Germany: 50% France: 50%

Heva	Italy & Greece Consorzio Tutela Vini Soave e Recioto di Soave, Sociedad Canaria de Fomento Económico S.A. Proexca, Consorzio tutela vino lessini d'urello, Consorzio per la tutela del formaggio Monte Veronese, Enosi Synetairismos Thiraikon Proionton	Germany, Greece, Italy, Netherlands, Spain, Sweden	2019	3 years	Cheese plus 1*	Total: €3 235 908.36 Italy: €2 299 332,16	Total: €2 692 628.39 Italy: €1 943 368.39	Total: 83% Italy: 84%
Eublodaq	France and Italy Ass France Blonde d'Aquitaine Selection, Organizzazione produttori carne Piemonte-Società Agricola consortile cooperativa siglabile Asprocarne Piemonte S.C.C.	France, Italy	2019	3 years	Bovine meat (fresh, chilled and frozen)	Total: €1 579 468 Italy: €821 044.00 France: €758 424,00	Total: €1 263 574.40 Italy: €656 835.20 France: €606 739,20	Total: 80% Italy: 80% France: 80%
Mediterranean cheese and wine	Greece & Italy ENOSI AGROTIKON SINETERISMOS NAXOY - AGROTIKI ETAIRIKI SIMPRAXI ANONIMIETAIRESIA ENIAIOS OINOPOITIKOS AGROTIKOS SYNETAIRISMOS SAMOY - EOS SAMOY ENOTECA REGIONALE EMILIA ROMAGNA	France, Germany, Greece, Italy	2018	3 years	Cheese, Dairy products plus 1*	Total: €4 255 169 Italy: €2 291 044	Total: €3 404 135.2 Italy: €1 832 835,20	Total: 80% Italy: 80%
European Veal Meat: "The Europe you like - Veal: a good idea for a thousand good ideas"	France, Italy, Netherlands, Belgium Association Nationale Interprofessionnelle du bétail et des viandes Associazione Nazionale Industria E Commercio Carni E Bestiame Stichting Brancheorganisatie Kalvesector Vlaams Centrum Voor Agro- En Visserijmarketing Vzw	Belgium, France, Italy	2018	3 years	Bovine meat	Total: €8 447 603 France: €4 107 623 Italy: €1 195 712	Total: €5 995 475 France: €2 957 489 Italy: €836 998	Total: 71% Italy: 70%
From Farm to Fork	Spain and Portugal Interporc, Agrupamento de Produtores Agropecuários S.A.	Third countries	2019	3 years	Pork meat and meat preparations	Total: €3 974 620 Spain: €3 879 320	Total: €3 158 896 Spain: €3 103 456	Total: 80% Spain: 80%

Let's talk about pork	Spain, France, Portugal Interporc, Agrupalto-Agrupamento de produtores agropecuários S.A., Aligrupo-Agrupamento de produtores de suínos, bovinos, ovinos e caprinos, CRL, Interprofession nationale porcine	France, Portugal, Spain	2019	3 years	Pork meat	Total: €7 569 284.60 Spain: €3 064 285,80 France: €3 035 066,50	Total: €6 055 449.28 Spain: €2 451 428,64 France: €2 428 053.20	Total: 80% Spain: 80% France: 80%
Proud of EU Beef	Spain and Belgium Organizacion Interprofesional Agroalimentaria de Carne de Vacuno-PROVACUNO, Agence wallonne pour la promotion d'une agriculture de qualité	Belgium, France, Germany, Portugal, Spain	2019	3 years	Bovine meat	Total: €4 506 588.41 Spain: €3 007 540,98	Total: €3 605 270.72 Spain: €2 406 032,78	Total: 80% Spain: 80%
INTEROVIC-JKTTSSZ	Spain and Hungary Organización Interprofesional Agroalimentaria del Ovino y Caprino - INTEROVIC - Juh-és Kecske Terméktanács és Szakmaközi Szervezet	Hungary, Spain	2017	3 years	Sheep and goat meat	Total: €6 825 000 Spain: €6 000 000	Total: €5 460 000 Spain: €4 800 000	Total: 80% Spain: 80%
Carne de Conejo	Spain and Portugal Organización Interprofesional para impulsar el sector cunícola - ASSOCIAÇÃO PORTUGUESA DE CUNICULTURA - ASPOC	Portugal, Spain	2017	3 years	Other products (rabbit meat)	Total: €4 819 859,08 Spain: €3 776 790,72	Total: €3 855 887.27 Spain: €3 021 432,58	Total: 80% Spain: 80%
Organicity: Taste wellness of EU organic food	Italy and Poland OGOLNOPOLSKIE STOWARZYSZENIE PRZETWORCOW I PRODUCENTOW PRODUKTOW EKOLOGICZNYCH POLSKA EKOLOGIA BIOAGRICOOP SCRL	Third countries	2018	3 years	Cheese, dairy plus 6*	Total: €2 264 603,56 Italy: €1 327 135,97 Poland: €937 467,59	Total: €1 811 682,85 Italy: €1 061 708,78 Poland: €749 974,07	Total: 80% Italy: 80% Poland: 80%
EMF Third Country	France and Austria GEIE European Milk Forum-EMF, Agrarmarkt Austria Marketing Gesmbh, Centre National Interprofessionel de l'Economie Laitière-CNIEL	Third countries	2019	3 years	Cheese	Total: €3 148 200 France: €2 363 200	Total: €2 518 560 France: €1 890 560	Total: 80% France: 80%
EMF Milk	France, Denmark, Netherlands, Ireland, Belgium	Belgium, Denmark, France,	2018	3 years	Cheese. Dairy products	Total: €12 375 000 France:	Total: €9 900 000 France:	Total: 80% France:

Heva	Italy & Greece Consorzio Tutela Vini Soave e Recioto di Soave, Sociedad Canaria de Fomento Economico S.A. Proexca, Consorzio tutela vino lessini durello, Consorzio per la tutela del formaggio Monte Veronese, Enosi Synetairismn Thiraikon Proionton	Germany, Greece, Italy, Netherlands, Spain, Sweden	2019	3 years	Cheese plus 1*	Total: €3 235 908.36 Italy: €2 299 332,16	Total: €2 692 628.39 Italy: €1 943 368.39	Total: 83% Italy: 84%
Eublodaq	France and Italy Ass France Blonde d'Aquitaine Selection, Organizzazione produttori carne Piemonte-Societa Agricola consorfile cooperativa siglabile Asprocarni Piemonte S.C.C.	France, Italy	2019	3 years	Bovine meat (fresh, chilled and frozen)	Total: €1 579 468 Italy: €821 044.00 France: €758 424,00	Total: €1 263 574.40 Italy: €656 835.20 France: €606 739,20	Total: 80% Italy: 80% France: 80%
Mediterranean cheese and wine	Greece & Italy ENOSI AGROTIKON SINETERISMON NAXOY - AGROTIKI ETAIRIKI SIMPRAXI ANONIMIETAIRESIA ENIAIOS OINOPOITIKOS AGROTIKOS SYNETAIRISMOS SAMOY - EOS SAMOY ENOTECA REGIONALE EMILIA ROMAGNA	France, Germany, Greece, Italy	2018	3 years	Cheese, Dairy products plus 1*	Total: €4 255 169 Italy: €2 291 044	Total: €3 404 135.2 Italy: €1 832 835,20	Total: 80% Italy: 80%
European Veal Meat: "The Europe you like - Veal: a good idea for a thousand good ideas"	France, Italy, Netherlands, Belgium Association Nationale Interprofessionnelle du betail et ves viandes Associazione Nazionale Industria E Commercio Carni E Bestiame Stichting Brancheorganisatie Kalvesector Vlaams Centrum Voor Agro- En Visserijmarketing Vzw	Belgium, France, Italy	2018	3 years	Bovine meat	Total: €8 447 603 France: €4 107 623 Italy: €1 195 712	Total: €5 995 475 France: €2 957 489 Italy: €836 998	Total: 71% Italy: 70%
From Farm to Fork	Spain and Portugal Interporc, Agrupalto-Agrupamento de Produtores Agropecuarios S.A.	Third countries	2019	3 years	Pork meat and meat preparations	Total: €3 974 620 Spain: €3 879 320	Total: €3 158 896 Spain: €3 103 456	Total: 80% Spain: 80%

	CENTRE NATIONAL INTERPROFESSIONNELLE L ECONOMIE LAITIERE ASSOCIATION MEJERIFORENINGEN DANISH DAIRY BOARD STICHTING NEDERLANDS VOORLICHTINGSBUREAU VOOR MELK EN ZUIVELPRODUCTEN THE NATIONAL DAIRY COUNCIL VLAAMS CENTRUM VOOR AGRO - EN VISSERIJMARKETING VZW GEIE EUROPEAN MILK FORUM - EMF	Ireland, Netherlands			(excl. cheese)	€12 162 360	€9 729 888	80%
EMF Cheese Culture	France, Denmark and Ireland CENTRE NATIONAL INTERPROFESSIONNELLE L ECONOMIE LAITIERE ASSOCIATION MEJERIFORENINGEN DANISH DAIRY BOARD THE NATIONAL DAIRY COUNCIL GEIE EUROPEAN MILK FORUM - EMF	Denmark, France, Ireland	2018	3 years	Cheese. Dairy products (excl. cheese)	Total: €4 675 000 France: €4 620 235	Total: €3 740 000 France: €3 696 188	Total: 80% France: 80%
Dairy PDO PGI	France and Netherlands CENTRE NATIONAL INTERPROFESSIONNELLE L ECONOMIE LAITIERE ASSOCIATION - Stichting Nederlands Voorlichtingsbureau voor Melk en Zuivelproducten	France, Germany, Netherlands	2017	2 years	Cheese. Dairy products (excl. cheese)	Total: €8 699 547,64 France: €8 612 455,64	Total: €6 959 638,11 France: €6 889 964,51	Total: 80% France: 80%
EMF Climate	France, Denmark, Ireland, UK and Belgium GEIE European Milk Forum- EMF - Mejeriforeningen - VLAAMS CENTRUM VOOR AGRO- EN VISSERIJMARKETING VZW - The National Dairy Council - CENTRE NATIONAL INTERPROFESSIONNELLE L ECONOMIE LAITIERE ASSOCIATION - Stichting Nederlands Voorlichtingsbureau voor Melk en Zuivelproducten - Dairy	Belgium	2017	3 years	Dairy products (excl. cheese)	Total: €3 600 000 France: €3 421 422	Total: €2 880 000 France: €2 737 137.6	Total: 80% France: 80%

	Council for Northern Ireland - Belgische Confederatie van de Zuivelindustrie							
EU Lamb Campaign	France, Ireland & UK INTERBEV - Bord Bia - Irish Food Board - THE AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD (AHDB)	France, Germany, Ireland, UK	2017	3 years	Sheep and goat meat	Total: €10 280 075.98 France: €4 053 563,72	Total: €8 224 060.79 France: €3 242 850,98	Total: 80% France: 80%
Milk Moments	Belgium, Denmark, France, Ireland, UK European Milk Forum (coordinator), Flanders' Agricultural Marketing Board, Danish Dairy Board, Centre National Interprofessionnel de l'Economie Laitière, National Dairy Council, Dairy Council for Northern Ireland	Belgium, Denmark, France, Ireland, United Kingdom	2015	3 years	Dairy products (excl. cheese)	Total: €14 220 000 France: €8 122 292	Total: €7 110 000 France: €3 127 345.50	Total: 50% France: 38%
Cheese up your life	Denmark, France, Ireland, UK European Milk Forum; Danish Dairy Board; Centre National Interprofessionnel de l'Economie Laitière ; National Dairy Council; Dairy Council for Northern Ireland.	Denmark, France, Ireland, United Kingdom	2015	3 years	Cheese	Total: €4 980 000 France: €3 347 928	Total: €2 490 000 France: €1 673 964	Total: 50% France: 50%

Multiple proposing countries: further details on some of the campaigns

Statements made in the campaign objectives are made by the proposing organisation.

Campaign: EU poultry



Proposing countries:

Germany, France, Ireland, UK, Belgium, Denmark

Proposing organisations:

AVEC, the association of poultry processors and poultry trade in the EU (Belgium)

The voice of the European poultry meat sector. It facilitates communication and exchange between international organisations and decision makers, acting as a partner for all stakeholders in the poultry meat sector.

BVG, Bundesverband der Geflügelschlachtereien e. V. (Germany)

Federal Association of Poultry Slaughterhouses

CIDEF, Comité Interprofessionnel de la Dinde (France)

Interprofessional Committee for Turkeys

KRD-IG, Krajowa Rada Drobiarstwa – Izba Gospodarcza (Poland)

National Poultry Council, representing the Polish poultry industry.

NEPLUVI, Nederlandse Pluimveeverwerkende Industrie (Netherlands)

Association of the Dutch Poultry Processing Industry, representing affiliates who slaughter, treat, process, or trade in poultry meat or live poultry.

UNAITALIA, Unione Nazionale Filiere Agroalimentari Italiane Delle Carni e Delle Uova (Italy) National Union of Italian Agri-food Supply Chains of Meat and Eggs, the trade association that protects and promotes the Italian agri-food supply chains of meat and eggs.

Campaign objectives:

Programme aims to promote European poultry meat production by promoting the EU production methods and high standards in six key markets of the EU. Six European organisations are working together to promote the high standards of the EU.

EU poultry consumption in the EU is still increasing but at a slower pace. The proposing organisation suggests that this is because more consumers are mistrustful over poultry meat production. The campaign aims to raise public awareness on production methods and quality of EU poultry meat, and to contradict myths and fake news. The programme aims to maintain the same consumption growth rate during 2020 and 2021 and to avoid the predicted drop for those years. It will target consumers, key opinion leaders, and some representative professionals to implement the ambitious “but necessary” project for the 360,000 poultry producers. In particular, the campaign aims to maintain the 1.22% annual growth rate of the EU poultry consumption in volume.

This is European Poultry! High-Quality Poultry with European Guarantee is the resulting campaign.

The website <https://en.eu-poultry.eu/> has the following strap lines:

- Produced with Care – European Farmers prioritise Animal Health and Welfare
- 100% European Poultry – Food Safety and Sustainability from Farm to Fork
- EU poultry sector: A global player with family-based structures.
- Sustainability and animal welfare: The EU poultry industry sets global standards.
- The truths behind the most common myths about EU poultry.
- Enjoy, it's from Europe.

Main points from the campaign website:

“Strong voice of the poultry industry: Animal welfare, food quality and sustainability are the three main goals of the European poultry sector”.

Fake News

In this section they attempt to dispel ‘myths’ around poultry farming, including the following:

“Truth 1- European chickens and turkeys are raised in barns.”

All poultry are raised in barns, or extensively.

“Truth 2- European poultry is free from hormones.”

Hormones and growth enhancers in breeding are banned in the EU. Producers use effective, animal-friendly, contemporary, robust and healthy poultry breeds, along with balanced feed and optimal environmental conditions.

“Truth 3- European poultry is free from antibiotic residues.”

Antibiotics: “as little as possible, as much as necessary” and only by veterinary prescription.

Sustainability

Here, the campaign talks about the welfare benefits of EU poultry, including the following messages:

“Animal Welfare: A top priority in the EU.

Universal, science-based standards guarantee that poultry farming meets the same minimum requirements in all Member States. There is particularly detailed legislation in this area, in addition, individual countries can adopt even stricter regulations.”

“Barns: Many parameters guarantee an animal-friendly habitat.”

“Feed: Selected to meet animals’ needs.”

“Veterinary care: Animal health is paramount.”

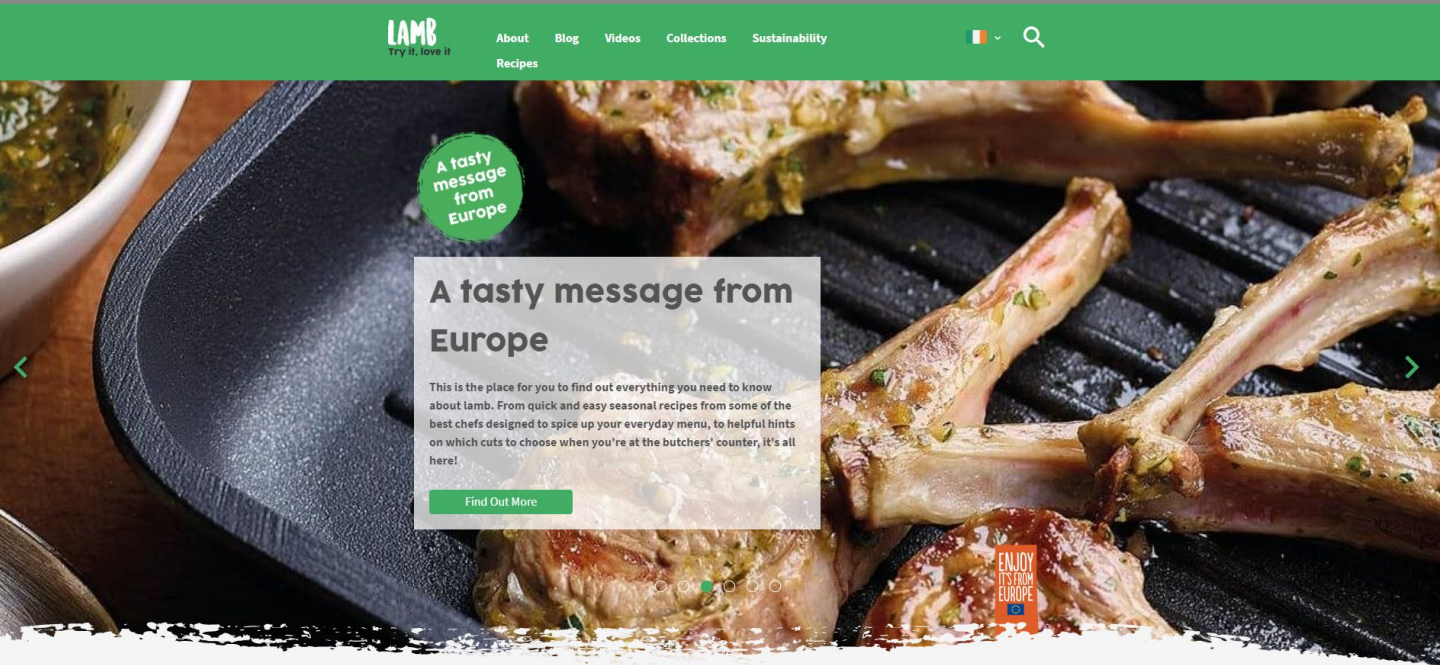
“Transport: Strict guidelines ensure animal welfare.”

“Processing: High level of food safety and traceability.”

“Labels: Further initiatives for improved animal welfare.”

European consumers and AVEC members want transparent mandatory labelling of origin (EU or non-EU) for all poultry products across all distribution channels.

Campaign: European lamb promotional campaign



Proposing countries:

Germany, France, Ireland, UK, Belgium, Denmark

Proposing organisations:

Association nationale interprofessionnelle du bétail et des viandes (INTERBEV Ltd) (France; International)

National Interprofessional Association of Cattle and Meat, represents national and international stakeholders in the livestock and meat sector.

Agriculture and Horticulture Development Board (ADHDB) (UK)

A statutory levy board funded by farmers, growers, and others in the supply chain to help the food and farming industry succeed.

Beef and Lamb Bord Bia - The Irish Food Board (Ireland)

Supports the national and international ambitions of promoting Irish food, drink and horticulture businesses around the world.

Campaign objectives:

Campaign objectives were to boost the image of European lamb by establishing a role for European lamb as an everyday meat for consumers, and by stressing the importance of production to sheep farming areas. And to reposition lamb in consumers' minds to appeal to them as both easy to cook and value for money.

Aimed at young consumers, stimulating lamb from a culinary and sustainable production angle, and at trade professionals (e.g. opinion leaders and retailers).

¹⁶ <https://www.trylamb.ie/>



Campaign financed with aid
from the European Union

Proposing countries:

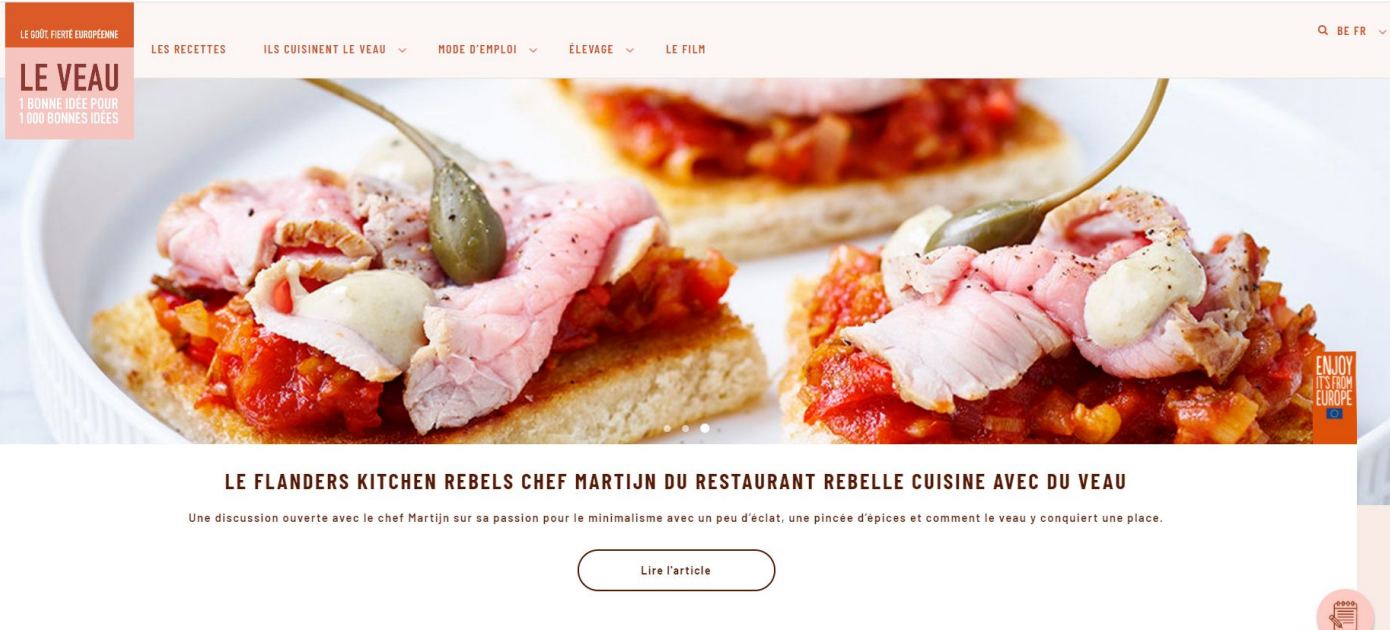
Denmark, France, Ireland, UK

Campaign objectives:

The aim of this multi country programme is to promote milk, dairy products and cheese in France, Denmark, Ireland and the United Kingdom (Northern Ireland). The target groups are women with children and older aged groups.

As part of the campaign, the organisations ran an EU level symposium in 2016 which focused on European cheese in general, and the local cheese heritage. The website, which is now closed, was intended to promote cheese in modern day life, along with various marketing events, including a cheese recipe competition.

¹⁷From the Cheese up your Life! Website (now closed) www.cheeseupyourlife.com



LE FLANDERS KITCHEN REBELS CHEF MARTIJN DU RESTAURANT REBELLE CUISINE AVEC DU VEAU

Une discussion ouverte avec le chef Martijn sur sa passion pour le minimalisme avec un peu d'éclat, une pincée d'épices et comment le veau y conquiert une place.

[Lire l'article](#)

Proposing countries:

France, Italy, Netherlands, Belgium

Campaign objectives:

To strengthen the knowledge and awareness of veal, particularly among the younger generations, communicate its advantages and promote sales. The campaign has adopted multiple strategies including advertising, public relations activities, in-store information days, and a consumer website <https://vivailvitello.it/>

The campaign website features celebrity chefs, recipes, and further information about the breeding and rearing of veal calves. They promote the nutritional value of veal and talk about how it is produced to high welfare standards. They also strongly argue how veal is a European speciality, and how it is part of European pride.

¹⁸<https://vivailvitello.it/>

Germany: overview of the campaigns receiving EU contributions

Campaign	Proposing organisation(s)	Target countries	Approval year	Duration	Animal product(s)	Campaign budget	EU contribution	% of EU contribution
Trust EOP	Naturland	Vietnam	2019	3 years	Pork meat, Poultry meat, Cheese, Bovine meat, Dairy products, Eggs, Fishery and aquaculture products. Plus 9	€1 384 802,40	€1 107 841,92	80%
Information and promotion campaign for Bavarian beef (BayRiFlé)	Erzeugergemeinschaft Südostbayern eG	France, Germany, Italy	2017	3 years	Bovine meat	€1 498 493,00	€1 048 945,10	70%
Swabian-Hall quality pork PGI directly from the farmer - EU guaranteed enjoyment	Bäuerliche Erzeugergemeinschaft Schwäbisch Hall w.V.	Austria, Germany, Italy	2016	3 years	Pork meat	€2 893 820,80	€1 974 889,56	68.24%
Information program on fresh, chilled or frozen meat (beef, pork, poultry)	QS Qualität und Sicherheit GmbH	Germany	2014	3 years	Pork, Bovine, and Poultry meat plus 2	€1 500 000,00	€750 000,00	50%

Campaign: Trust EOP

Proposing organisation:

Naturland are one of the major international associations for organic agriculture worldwide. They strive to reconcile the interests of local producers with those of international operations in a globalised world.

Campaign objectives:

The objective of this campaign was to enhance the competitiveness and consumption of EU organic food, via increasing awareness and raising the market share in Vietnam. In particular, the campaign was intended to increase awareness of the merits of EU organic products, and the high standards of production. Specific features that were promoted in the campaign include food safety, traceability, health aspects, respect for the environment, and sustainability.



Das sind wir:

Leistungsfähig, innovativ und gleichzeitig traditionsverbunden – seit 50 Jahren steht die Erzeugergemeinschaft Südostbayern eG als Garant für unverwechselbare

[Mehr erfahren](#)

Proposing organisation:

Erzeugergemeinschaft Südostbayern eG is a representative and recognised cooperative of 8639 agricultural farms. The members produce a large part of their beef according to the Quality Scheme Bavarian beef PGI (Protected Geographical Indication).

Campaign objectives:

The aim of this programme proposal was to significantly improve the image and knowledge of Bavarian beef PGI in target groups, to increase demand from trade and consumers. Another objective was to nearly double the current sales volume until the end of the campaign, leading to an increase in members of the cooperative who produce according to the Bavarian beef PGI criteria.

The campaign intended to improve the income situation for rural agriculture in Bavaria and reduce farm closures. The campaign intended to reach a target audience of over 32.7 million contacts.

The campaign website is here: <https://bayerisches-rindfleisch-gga.eu/>

The website is focused on promoting Bavarian cattle breeding as a century's old tradition. They have chef ambassadors promoting Bavarian beef. They have appeared and promoted Bavarian beef at trade fairs and other events in the three target countries. The campaign has targeted top restaurateurs and chefs to convince them to use Bavarian beef PGI. Chef Michael Philipp is an ambassador and has created recipes to encourage consumers to purchase the Bavarian beef PGI.

¹⁹<https://bayerisches-rindfleisch-gga.eu/>



Proposing organisation:

Bäuerliche Erzeugergemeinschaft Schwäbisch Hall w.V. The Schwabisch Hall farmers' producer group was founded in 1988. They work on the principle of rural self-help and are committed to rural development in their local area. They are a group of producers dedicated to producing and slaughtering Swabian-Hall pigs; a slow-growing, historical breed of pig.

Campaign objectives:

An information provision campaign, to present Swabian-Hall quality pork (PGI) as "a transparent, ethically responsible, regional and future-oriented food that is produced consistently in accordance with animal welfare." Main target groups were flexitarians and quality eaters in Germany, Austria and Italy. Messages around meat quality and husbandry consistent with animal welfare, and sustainability are intensively and directly communicated through visits to farms, barbeque classes, culinary training and seminars, to reach a large group of people.

The campaign aimed to increase distribution of Swabian-Hall pork at fair prices, to enable more farmers to join in with the preservation of the traditional breed. The Swabian-Hall breed will also serve as a model for preserving other old livestock breeds.

The campaign website is here: <https://haellisch.eu/>

²⁰<https://haellisch.eu/>

Proposing organisation:

QS Qualität und Sicherheit GmbH

A quality assurance scheme for food. It defines and monitors strict production and marketing criteria along the entire supply chain for fresh food. QS certifies 95% of all fresh pork and poultry, 85% of beef, and 90% of fruit, vegetables and potatoes from Germany.

Campaign objectives:

Information programme for fresh or frozen meat, fruits and vegetables produced in accordance with a community or national quality scheme. Objectives were to strengthen consumer confidence in the complete quality secured production and to further increase the level of awareness of the QS certification mark.

Italy: overview of the campaigns receiving EU contributions

Campaign	Proposing organisation(s)	Target countries	Approval year	Duration	Animal product(s)	Campaign budget	EU contribution	% of EU contribution
Assolattemi: The shapes of milk, discover the quality made in EU.	Assolatte - Associazione Italiana Lattiero Casearia	Belgium, Italy	2019	2 years	Dairy products (excl. cheese)	€1 000 867,00	€700 606,90	70%
EU-Agri-Culture – European Agriculture Culture	Association of Producers AOP Agriform Scarl	Third countries	2019	3 years	Cheese	€3 039 960,00	€2 431 968,00	80%
Top Tales	Consorzio di tutela barola Barbaresco alba Langhe dogliani, consorzio di tutela della dop riso di baraggia biellese e vercellese, consorzio produttori e tutela della D.O.P Fontina.	Third countries	2019	3 years	Cheese plus 2	€3 155 085,20	€2 524 067,00	80%
Assolattept: Discover the shapes of taste, made in EU	Assolatte - Associazione Italiana Lattiero Casearia	Third countries	2019	3 years	Cheese, Dairy products	€1 000 924,00	€800 739,20	80%
ELTW	Consorzio per la Tutela dei Vini Valpolicella, A.I.P.O. O.P. SOCIETÀ COOPERATIVA AGRICOLA, Consorzio di tutela della igrp riso nano vialone veronese, Consorzio tutela formaggio Asiago	Czech Republic, Germany, Italy, United Kingdom	2019	3 years	Cheese plus 3	€3 842 477,30	€2 689 734,13	70%

Chizu-EU	Consorzio per la Tutela del Formaggio Pecorino Romano	Third countries	2019	3 years	Cheese	€1 049 600	€839 680	80%
AEEFG	Consorzio per la tutela dell'Asti, A.I.P.O. O.P. SOCIETÀ COOPERATIVA AGRICOLA, Consorzio tutela formaggio Asiago, Consorzio Tutela Provolone Val Padana, ISTITUTO VALORIZZAZIONE SALUMI ITALIANI	Third countries	2019	3 years	Pork meat (fresh, chilled and frozen) & cheese plus 2	€5 027 933	€4 022 346,40	80%
CS	Consorzio tutela Pecorino Toscano DOP, Consorzio del Prosciutto Toscano	Third countries	2019	3 years	Pork meat (fresh, chilled and frozen) & cheese	€1 231 945,60	€985 556,48	80%
ETP- Eat & Think Pink	O.P.A.S. Organizzazione Allevatori Suini Soc. Coop.	Third countries	2019	3 years	Pork meat (fresh, chilled and frozen) & meat preparations	€2 039 403,90	€1 631 523,12	80%
Salpia	Consorzio Salumi D.O.P. Piacentini	France, Germany, Italy	2018	3 years	Meat preparations	€1 183 908	€828 735	70%
HAM and CHEese of Europe	ONSORZIO DEL PROSCIUTTO DI SAN DANIELE Consorzio del Prosciutto di Parma CONSORZIO PER LA TUTELA DEL FORMAGGIO GRANA PADANO	Third countries	2018	3 years	Pork and cheese	€5 771 800	€4 617 440	80%
Eajib	CONSORZIO ZAMPONE E COTECHINO MODENA IGP	Belgium, Italy	2018	3 years	Meat preparations	€2 666 250	€1 866 375	70%

	CONSORZIO CACCIATORE ITALIANO Consorzio Mortadella Bologna							
Plavedopmi	CONSORZIO DI TUTELA DEL FORMAGGIO PIAVE DOP	Austria, Germany, Italy	2018	3 years	Dairy products (excl cheese)	€1 433 731	€1 003 611	70%
Arigat-EU	Consorzio Mortadella Bologna	Third countries	2017	3 years	Pork meat	€1 513 815	€1 211 052	80%
EU-PER-TE	Consorzio per la Tutela del Fromaggio Grana Padano DOP	Third countries	2016	3 years	Cheese, meat preparations	€5 904 500	€4 723 600	80%
European authentic pleasure	Istituto Valorizzazione Salumi Italiani	Germany, Italy	2016	3 years	Pork meat, meat preparations plus 1	€3 201 000	€2 240 700	70%
EU dairy: Integrated supply chain, high quality	Granlatte Società Cooperativa Agricola	Third countries	2016	3 years	Dairy products (excl. cheese)	€4 197 074,16	€3 357 659,33	80%
Salumiamo DOP	Istituto Valorizzazione Salumi Italiani	Third countries	2016	3 years	Pork meat	€800 000	€400 000	50%
Cheese – It's Europe	Consorzio del Formaggio Parmigiano Reggiano (coordinator),	Austria, Czech Republic, Hungary, Poland	2015	3 years	Cheese	€2 966 670	€1 483 334	50%
The taste of origin and tradition	Consorzio del Prosciutto del Formaggio Grana Padano	Austria, Germany, UK	2014	3 years	Cheese and pork meat	€5 613 323,44	€2 806 661,73	50%

EU.

MENU ☰

European Authentic Pleasure



THE EUROPEAN UNION
SUPPORTS CAMPAIGNS
WHICH PROMOTE HIGH
QUALITY AGRICULTURAL
PRODUCTS



Campaign objectives:

Four organisations working together to protect and promote Italian and European cured and fresh pig meat. The objectives are to improve knowledge of EU products and their high standards; strengthen awareness and recognition of EU regimes; and increase product sales in Germany. They want to influence the eating habits of Italian and German citizens, to encourage them to consume more EU cured and fresh pig meat.

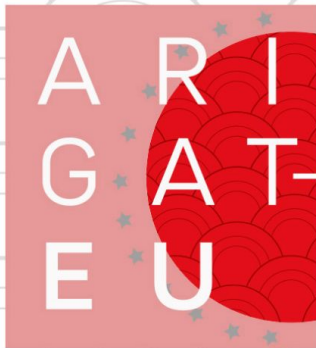
The campaign website is: <https://www.europeanauthenticpleasure.eu/en>

²¹<https://www.europeanauthenticpleasure.eu/en>

Campaign: Arigat-EU, the authentic deli meat from Europe



HOME CONSORTIA PRODUCTS PDO AND PGI CAMPAIGN RECIPES RESTAURANTS AMBASSADORS NEWS / PRESS CONTACTS  



本物の
ヨーロッパの
デリ肉



ENJOY
IT'S FROM
EUROPE

CAMPAIGN
FINANCED WITH
AID FROM THE
EUROPEAN UNION

Campaign objectives:

The campaign goals are to spread information about the quality of production methods guaranteed by the EU, optimise the product's (deli meat) image and promote the EU protection schemes, ultimately achieving a lasting change of perception of European products.

The campaign is targeted towards Japan, intending to increase consumption and demand of Italian deli meats in Japan.

This is the campaign website: <http://www.arigat.eu/en>

The campaign has worked directly with chefs in various regions of Japan to promote the demand and consumption of deli-meats in the country through various marketing initiatives including take-away bento boxes and special features in large restaurant chains.

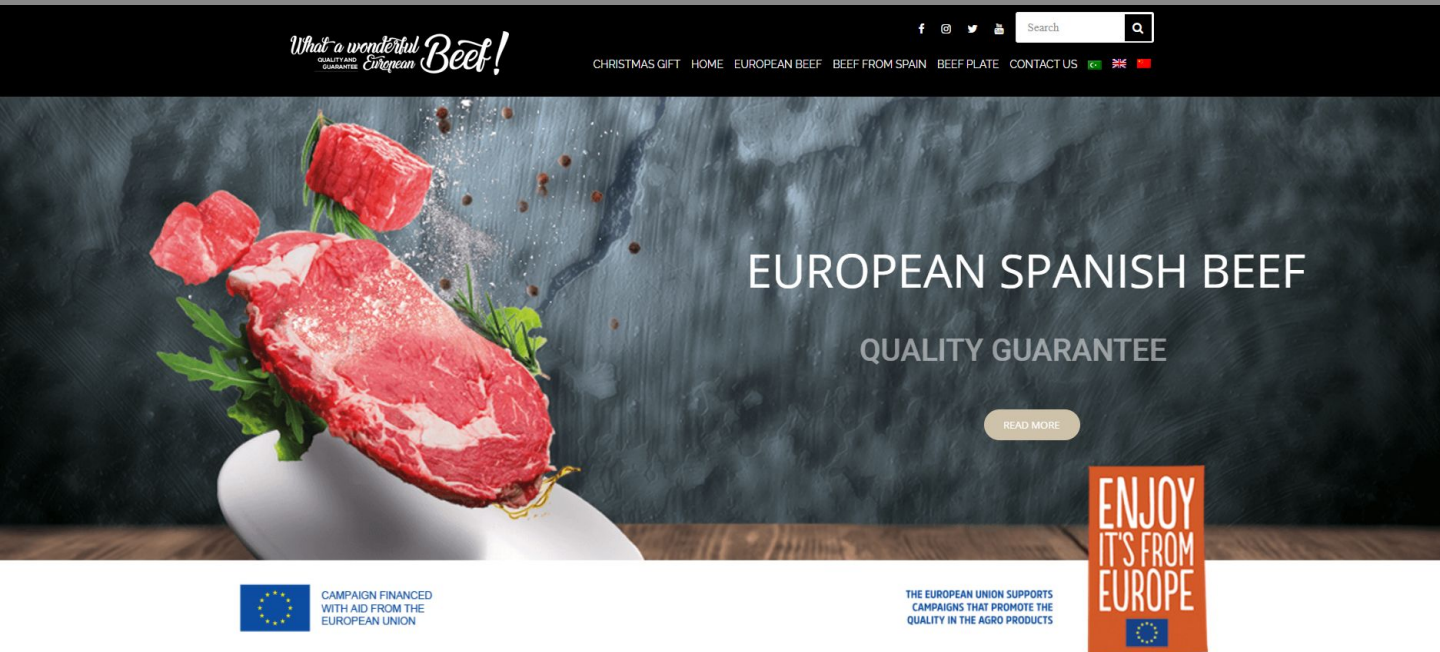
²²<http://www.arigat.eu/en>

Spain: overview of the campaigns receiving EU contributions

Campaign	Proposing organisation(s)	Target countries	Approval year	Duration	Animal product(s)	Campaign budget	EU contribution	% of EU contribution
Origenespana.es_2020	ORIGEN ESPAÑA, ASOCIACIÓN ESPAÑOLA DE DENOMINACIONES DE ORIGEN	Spain	2019	3 years	Sheep and goat meat, meat preparations, bovine meat, cheese, and honey (plus 4)	€982 480,00	€687 736,00	70%
EU Honey challenge	ASEMIEL-ANIMPA	Spain	2019	3 years	Honey	€847 942,00	€593 559,40	70%
Dairy Generation	ORGANIZACION INTERPROFESIONAL LACTEA	Spain	2018	3 years	Dairy products (excl. cheese)	€1 521 589,46	€1 065 112,62	70%
Carnes con estilo	Consejo Regulador de la I.G.P. Ternasco de Aragón	Spain	2017	3 years	Sheep and goat meat, bovine meat	€1 461 159,99	€1 022 809,90	70%
Denominaciones de Origen, mucho más que un lugar	CONSEJO REGULADOR DE LA DENOMINACIÓN DE ORIGEN PROTEGIDA SOMONTANO	Spain	2017	3 years	Pork meat (plus 1)	€3 165 000	€2 215 500	70%
What a wonderful beef	ORGANIZACIÓN INTERPROFESIONAL AGROALIMENTARIA DE CARNE DE VACUNO - PROVACUNO	Third countries	2017	3 years	Bovine meat	€2 249 903,05	€1 799 922,44	80%
SIMPLE PROGRAMME OF HAM PROMOTION AND INFORMATION	Asociación Interprofesional del Cerdo Ibérico (ASICI)	France, Germany, Spain, UK	2017	3 years	Meat preparations	€4 684 299,72	€3 279 009,80	70%
SIMPLE PROGRAMME OF HAM PROMOTION AND INFORMATION	Asociación Interprofesional del Cerdo Ibérico (ASICI)	Third countries	2017	3 years	Meat preparations	€1 148 070,96	€918 456,77	80%

Lamb and mutton - luxury meat from Europe	Organización Interprofesional Agroalimentaria del Ovino y Caprino - INTEROVIC	Third countries	2017	3 years	Sheep and goat meat	€1 000 000	€800 000	80%
Information and promotion action of game meat in the EU	ASOCIACION INTERPROFESIONAL DE LA CARNE DE CAZA SILVESTRE	France, Spain	2017	3 years	Other products (game meat)	€991 870,40	€694 309,28	70%
Programme on promoting milk and dairy products in the framework of good dietary practices	InLac - Organización Interprofesional Láctea	Spain	2016	3 years	Dairy products (excl. cheese)	€1 514 794,76	€1 060 356,33	70%
Iberico ham: Guarantee of tradition, health and quality	Consejo Regulador Denominación de Origen Protegido Guijuelo	France, Germany, UK	2016	3 years	Meat preparations	€548 030,60	€383 621,42	70%
Pork lovers Europe	Interporc - Interprofesional Porcino de Capa Blanca	France, Germany, Portugal, Spain, United Kingdom	2016	3 years	Pork Meat	€1 951 926	€1 366 348	70%
Programa de promoción europeo de la carne de cordero	Interprofesional del Ovino y Caprino de Carne (INTEROVIC)	Spain	2014	3 years	Sheep and goat meat	€4 155 000	€2 077 500	50%
El Huevo, de Etiqueta	Organización Interprofesional del Huevo y sus Productos	Spain	2014	2 years	Eggs	€1 125 149	€562 574,50	50%

Campaign: What a wonderful beef



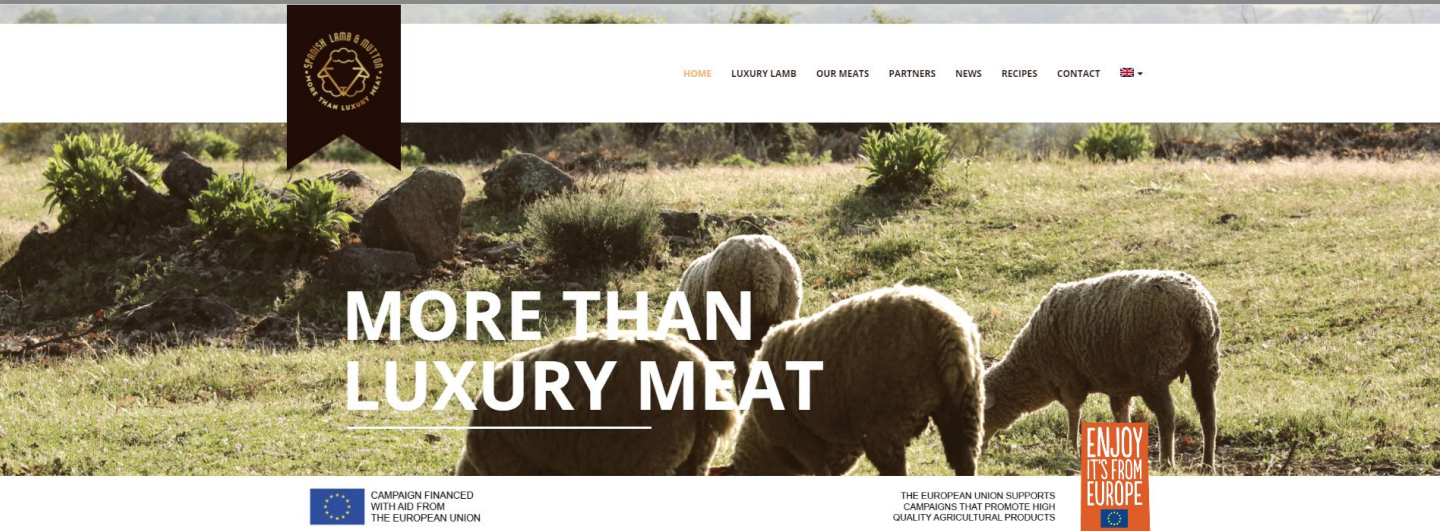
Proposing organisation:

Provacuno is the inter-professional organisation of the Spanish beef industry. It represents all the agents involved in the production process of cow meat. It is made up of more than 100,000 livestock holdings and over 250 slaughterhouses, and more than 150 cutting rooms.

Campaign objectives:

The campaign is intended to increase product awareness, establish a high degree of product relevance, increase product preference, increase the market share of Union agricultural products, and increase the number of exporting companies in the EU. The target countries are outside of the EU: UAE, Saudi Arabia, Hong Kong and Vietnam. Along with the campaign website, activities include promotion in digital and social media, advertising, events, and trade fairs. This is the campaign website: <https://wonderfulbeef.eu/>

²³ <https://wonderfulbeef.eu/>



Proposing organisation:

INTEROVIC is an Interbranch Organisation that represents the interests of producers, industry, traders and tanners of the sheep and goat meat sector.

Campaign objectives:

The campaign objectives are to promote lamb and mutton as a luxury meat in the UAE, Saudi Arabia, Hong Kong, and Israel.

The campaign pushes the quality and luxury nature of European lamb, along with the proposed nutritional benefits. They state that it is the geographical location of Spanish lamb that sets it apart from other lamb around the world. The markets targeted were identified as potential new markets, or existing burgeoning markets to build demand in.

This is the campaign website <https://www.luxurylamb.eu/?lang=en>

²⁴ <https://www.luxurylamb.eu/?lang=en>



¿QUÉ TIPOS DE HUEVO HAY EN EL MERCADO?

Conócelos

Proposing organisation:

The Interprofessional Organization of the Egg and its Products (INPROVO) brings together national associations representing companies in the productive, industrial and commercial egg sector, representing them and defending their interests.

Campaign objectives:

The campaign was intended to inform consumers of the standards for marking eggs, and explain the code printed on eggs. To provide information on the different systems, and on traceability systems. These objectives are intended to increase consumer assurance and to promote overall sales.

This is the campaign website: <https://www.elhuevoetiqueta.eu>

²⁵ <https://www.elhuevoetiqueta.eu/#>

Poland: overview of the campaigns receiving EU contributions

Campaign	Proposing organisation(s)	Target countries	Approval year	Duration	Animal product(s)	Campaign budget	EU contribution	% of EU contribution
Europa pełna smaków	Stowarzyszenie Rzeźników i Wedliniarzy Rzeczypospolitej Polskiej, KRAJOWY ZWIĄZEK GRUP PRODUCENTÓW OWOCÓW I WARZYW - SPÓLDZIELNIA OSÓB PRAWNYCH	Third countries	2018	3 years	Meat preparations (plus 1)	€4 921 940	€3 937 552	80%
Meat with European Quality	Unia Producentów i Pracodawców Przemysłu Mięsnego	Third countries	2017	2 years	Pork, bovine and meat preparations	€2 382 239,84	€1 904 265,60	80%
European poultry – the power of quality	Krajowa Rada Drobiarstwa – Izba Gospodarcza – the National Poultry Council – Chamber of Commerce	Third countries	2016	2 years	Poultry	€4 192 470	€2 096 235	50%
Taste of Europe	Polish Meat Association	Third countries	2014	3 years	Bovine meat, meat preparations	€876 043	€438 022	50%
EkoEuropa - quality and tradition	Polska Ekologia - Association of Polish Organic Food Producers and Processors	Third countries	2014	3 years	Bovine meat, pork meat, poultry meat plus 2	€1 734 487	€867 245	50%
Enjoy it's from Europe	Polish Meat Association	Third countries	2015	3 years	Meat preparations and pork meat	€906 806	€453 403	50%

Tastes of Europe - Quality and Tradition	Association of Butchers and Producers of Processed Meat of the Republic of Poland (leader), National Union of Groups of Fruit and Vegetable Producers, Polish Fruit Growers Association, Polish Beef Association	Third countries	2015	3 years	Pork meat, poultry meat, bovine meat plus 2	€5 357 143	€2 678 571	50%
Taste of Quality and Tradition straight from Europe	Union of Producers and Employers of the Meat Industry, Association of Polish Producers of Beef Cattle	Third countries	2015	2 years	Bovine meat, meat preparations, pork meat	€2 341 877	€1 170 938	50%
Trade Milk	Polish Chamber of Milk & Polish Federation of Cattle Breeders and Dairy Farmers	Third countries	2014	3 years	Cheese and dairy products	€1 949 058,18	€974 529,09	50%
European Poultry - Power of Quality	National Poultry Council - Chamber of Commerce	Third countries	2015	3 years	Poultry meat	€4 192 470	€2 096 235	50%

Campaign: European Poultry - Power of Quality

[European poultry](#) [QAFP system](#) [For importers](#) [Toolbox](#) [About the campaign](#) [Contact](#)



**EUROPEAN POULTRY
THE POWER OF
QUALITY**



Assortment

Goose



Turkey



Chicken



Proposing organisations:

National Poultry Council - Chamber of Commerce

Campaign Objectives:

The campaign intended to increase knowledge awareness, sales and consumption of European poultry in the UAE, China, Hong Kong, and Vietnam. They did this through a campaign website, brochures, posters and other promotional materials, gadgets, photo sessions, cooperation with chefs and other experts, participation in fairs, information meetings, seminars, promotion in trade press and direct marketing to consumers.

The campaign website is: <http://european-quality-poultry.eu/en/home-en/>

The campaign talks about how the EU is an important global producer and exporter of poultry meat. They highlight how the EU has developed optimal solutions for animal welfare. It also talks about the work it is doing to promote the demand for EU poultry in China and Japan, and the processes involved.

The “**Why eat poultry?**” section promotes the consumption of poultry meat, highlighting its ease of production, taste and nutritional qualities, along with its low carbon footprint.

²⁶ <http://old.european-quality-poultry.eu/>



Proposing organisations:

Unia Producentow i Pracodawcow Przemyslu Miesnego

Campaign objectives: The campaign is a two-year information and promotion programme focussing on European fresh, chilled or frozen pork, beef and meat preparations in the USA and Canada. The main objective is to stimulate export growth by business actions aimed at establishing new contacts and strengthening the ones already made. The campaign also intends to increase the competitiveness of the promoted products as well as to raise the awareness and recognition of EU quality, traceability, safety, quality management, animal welfare and the high standards of EU production.

The campaign website is: <https://www.meatfromeurope.eu/>

Campaign activities include website, gadgets, promotion film, a creative concept, trade fairs and seminars.

²⁷ https://www.meatfromeurope.eu/?doing_wp_cron=1619022512.2675731182098388671875

France: overview of the campaigns receiving EU contributions

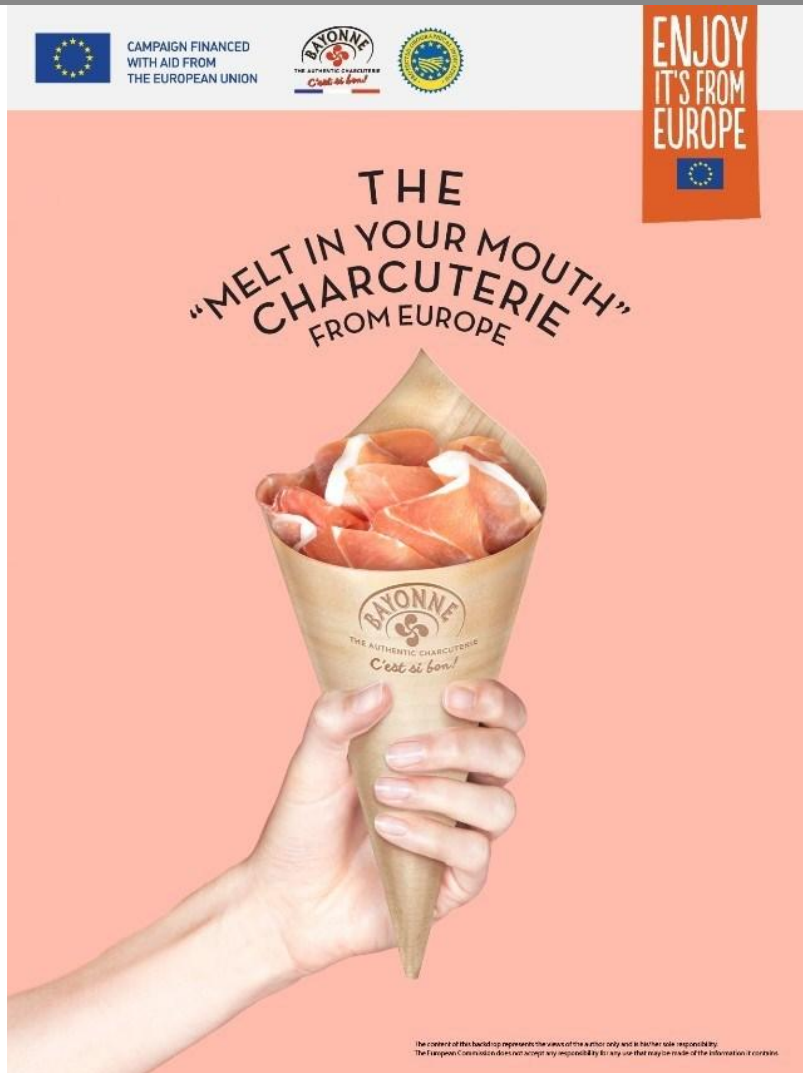
Campaign	Proposing organisation(s)	Target countries	Approval year	Duration	Animal product(s)	Campaign budget	EU contribution	% of EU contribution
PG Enjoy Butter	Syndicat des Laiteries Charentes-Poitou, BUREAU INTERPROFESSIONNEL DES VINS DE BOURGOGNE, Groupement Qualite Huitres Marennes Oleron	Third countries	2019	3 years	Dairy products (excl. cheese), fishery and aquaculture products plus 1	€887 400	€709 920	80%
Bayonne Ham USA	Consortium du jambon de Bayonne	Third countries	2019	3 years	Pork meat, meat preparations	€1 421 858	€1 137 486,40	80%
CHEESE JPKRCNT 20	CENTRE NATIONAL INTERPROFESSIONNEL DE L'ECONOMIE LAITIERE ASSOCIATION	Third countries	2019	3 years	Cheese	€4 181 465,79	€3 345 172,63	80%
Cream Asia 20	CENTRE NATIONAL INTERPROFESSIONNEL DE L'ECONOMIE LAITIERE ASSOCIATION	Third countries	2019	3 years	Dairy products (excl. cheese)	€2 711 843,36	€2 169 474	80%
Pintade H2021	Comité interprofessionnel arde la Pintade française	Belgium, France, Germany	2018	3 years	Poultry meat	€1 070 010	€749 000	70%
Lapin demain	Comité lapin interprofessionnel pour la promotion des produits	France, Germany	2018	3 years	Other products (rabbit meat)	€2 513 928,40	€1 759 749,88	70%
EUCharcuterie Canada	FEDERATION FRANÇAISE DES INDUSTRIELS CHARCUTIERS,	Third countries	2018	3 years	Meat preparations	€601 160	€480 892,80	80%

	TRAITEURS, TRANSFORMATEURS DE VIANDES (FICT)							
Cheese Aust 19	CENTRE NATIONAL INTERPROFESSIONNELLE <u>L'ECONOMIE LAITIERE</u> ASSOCIATION	Third countries	2018	3 years	Cheese	€915 404,88	€732 323,90	80%
Cream PMO 19	CENTRE NATIONAL INTERPROFESSIONNELLE <u>L'ECONOMIE LAITIERE</u> ASSOCIATION	Third countries	2018	3 years	Dairy products (excl. cheese)	€1 528 204,28	€1 222 563,42	80%
Cheese PMO 19	CENTRE NATIONAL INTERPROFESSIONNELLE <u>L'ECONOMIE LAITIERE</u> ASSOCIATION	Third countries	2018	3 years	Cheese, dairy products (excl. cheese)	€2 409 287,28	€1 927 429,82	80%
Africa PGC 19	CENTRE NATIONAL INTERPROFESSIONNELLE <u>L'ECONOMIE LAITIERE</u> ASSOCIATION	Third countries	2018	3 years	Dairy products (excl. cheese)	€1 936 542,28	€1 549 233,82	80%
EU Butter USA	CENTRE NATIONAL INTERPROFESSIONNELLE <u>L'ECONOMIE LAITIERE</u> ASSOCIATION	Third countries	2018	3 years	Dairy products (excl. cheese)	€1 872 704,00	€1 498 163	80%
Collective informational and promotional campaign for European Quality Charcuterie in Japan	FEDERATION FRANÇAISE DES INDUSTRIELS CHARCUTIERS, TRAITEURS, TRANSFORMATEURS DE VIANDES (FICT)	Third countries	2017	3 years	Pork meat, meat preparations	€1 137 835,40	€910 268,21	80%
Promotion programme highlighting the characteristics of European dairy products	CENTRE NATIONAL INTERPROFESSIONNELLE <u>L'ECONOMIE LAITIERE</u> ASSOCIATION	Third countries	2017	3 years	Cheese, dairy products (excl. cheese)	€3 720 567,00	€2 604 396,90	80%

Information Provision and Promotion Measures in favour of EU cheeses in the United States of America	CENTRE NATIONAL INTERPROFESSIONNELLE <u>LECONOMIE</u> LAITIERE ASSOCIATION	Third countries	2017	3 years	Cheese	€6 224 789,76	€4 979 831	80%
PROGRAMME FOR PROMOTING EUROPEAN BEEF IN THE ALGERIAN AND ISRAELI MARKETS	INTERBEV	Third countries	2017	3 years	Bovine meat	€1 995 510	€1 596 408	80%
INFORMATION AND ADVERTISING PROGRAMME PROMOTING EUROPEAN BUTTER TO MIDDLE EAST COUNTRIES	CENTRE NATIONAL INTERPROFESSIONNELLE <u>LECONOMIE</u> LAITIERE ASSOCIATION	Third countries	2017	3 years	Dairy products (excl. cheese)	€2 163 888,32	€1 731 110,66	80%
INFORMATION AND ADVERTISING PROGRAMME PROMOTING EUROPEAN BUTTER TO THIRD COUNTRIES	CENTRE NATIONAL INTERPROFESSIONNELLE <u>LECONOMIE</u> LAITIERE ASSOCIATION	Third countries	2017	3 years	Dairy products (excl cheese)	€1 871 430,32	€1 497 144,26	80%
PROMOTION CAMPAIGN FOR LABEL ROUGE MEAT, CHARCUTERIE, POULTRY AND EGGS ON SEVERAL MARKETS IN EU	Interprofessional Federation of Labels Rouge, IG, STG	Belgium, France, Germany, Netherlands, Sweden	2017	3 years	Bovine, pork meat, poultry meat, meat preparations, eggs	€7 018 278	€4 912 794,60	70%
Information provision and promotion measures in favour of EU cheeses in	Centre national interprofessionnel de l'économie laitière	Third countries	2016	3 years	Cheese	€4 530 000	€3 624 000	80%

Colombia and Mexico								
Expanding the niche market of European agri-food products in China	Association nationale des industries alimentaires	Third countries	2016	2 years	Sheep and goat meat, pork meat, poultry meat, cheese. Bovine meat, dairy products (excl cheese), honey, meat preparations, fishery plus 14	€700 540	€560 432	80%
Collective informational and promotional campaign for PGI jambon de Bayonne in the US	Consortium du jambon de Bayonne	Third countries	2016	3 years	Meat preparations	€1 147 509,84	€918 007,87	80%
Programme d'information et de communication suite à l'embargo en faveur du fromage européen sur pays tiers Chine	CNIEL	Third countries	2015	3 years	Cheese	€4 050 000	€2 025 000	50%
Programme d'information et de communication en faveur de la crème	Centre National Interprofessionnel de l'Economie Laitière	Third countries	2015	3 years	Dairy products (excl. cheese)	€4 500 000	€2 250 000	50%

Campaign: Information and promotion campaign for Bayonne ham in the USA



Proposing organisation:

Consortium du jambon de Bayonne

Campaign objectives:

Main objective is to increase awareness and availability of PGI Jambon de Bayonne in the USA, and to establish a positive reputation of this product among US trade professionals. The campaign has focussed on distributors, retailers and restaurants, building distribution levels, whilst increasing consumption and demand.

Specific actions of the campaign included trade and distributor events, in-store tastings, trips to the region of origin, image-building efforts, and various promotional materials.

They wanted to raise awareness of the product from 0-25%, and to raise exports up to 130,000 Bayonne hams per year (+300% increase).

ON MET LE LAIT APRÈS LES CÉRÉALES

Proposing organisations:

CENTRE NATIONAL INTERPROFESSIONNEL DE L'ECONOMIE LAITIÈRE ASSOCIATION

Campaign objectives:

General objective is to improve consumer knowledge about milk and dairy products produced in Europe. And to raise awareness about the merit of EU products. The campaign will highlight the benefits of consuming milk, in terms of nutrition, promoting it as part of a healthy balanced diet with physical exercise. The action takes place within a severe milk crisis with a decrease in consumption and a deterioration of image.

The campaign has implemented a communication plan to target health professionals and key opinion leaders to re-establish confidence in milk and dairy and to give credibility to their messages. They will also target young consumers to consume more dairy to improve their health and lifestyle.

The campaign has featured fun ways to engage consumers such as fact checkers and games around promoting dairy. See the below images for examples.

²⁸<https://www.produits-laitiers.com/>

The EU campaigns to promote meat, eggs and dairy

Conclusion

The European subsidy programme managed by Chafea allows for around €200 million to be spent each year on promoting various agricultural products. Despite the Commission claiming that Europeans need to eat less meat to help tackle climate change in both their Biodiversity¹ and Farm to Fork strategies², they still subsidise producers and trade to promote just the opposite. The programmes outlined in this report have received considerable funds from the Commission to promote their products, to increase consumption, and increase the sales of animal products in the EU and around the world. This report has not assessed the amount of money spent on meat alternatives, but it has highlighted the considerable number of Euros spent between 2014-2019 on promoting meat and other animal products.

Many of the campaigns highlighted in the report make claims regarding their high standards of animal welfare, the use of healthy breeds, and their low environmental impact. Unfortunately, many of these claims are unsupported and inaccurate. For example, the 'EU Poultry campaign' states that animal welfare is one of the main goals of the European poultry sector. In reality, billions of birds are reared, transported and slaughtered in grossly inadequate conditions²⁹. For example, the changes in breeding that the broiler chicken sector has seen in recent decades has led to a monstrous version of the chicken, a bird that grows at record speed, growing an enormous chest which the skeleton and cardiovascular system cannot support. As a result, many broiler chickens suffer heart failure, painful fractures, and premature death³⁰. The suffering of broiler chickens is very apparent in the European Union, as the current legislation fails to ensure their humane treatment³¹. The claims from the EU Poultry campaign is therefore entirely inconsistent with the reality of poultry farming in the EU.

The campaign 'Meat with European Quality' also states that their producers maintain high standards of animal welfare. In fact, although some of their requirements do marginally exceed the current inadequate EU legislation for raising pigs, they still allow their producers to use sow stalls³². Their use is limited to 8 days, but during this perinatal period, the sow will experience considerable frustration and stress at not being able to build nests

²⁹ Meluzzi, A., & Sirri, F. (2009). Welfare of broiler chickens. *Italian Journal of Animal Science*, 8(sup1), 161-173.

³⁰ Manning, L., Chadd, S. A., & Baines, R. N. (2007). Key health and welfare indicators for broiler production. *World's Poultry Science Journal*, 63(1), 46-62.

³¹ <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32007L0043>

³² https://www.meatfromeurope.eu/blog/news/systems-of-increased-animal-welfare-high-pork-production-standards-in-the-european-union/#_ftn6

for her piglets or move further than two steps forwards or backwards³³. It is clear that the claims these campaigns make regarding their high animal welfare standards are not always accurate and are often entirely misleading.

The Commission is responsible for selecting which campaigns are awarded these sizable contributions. Despite the EU's commitment to sustainability, animal welfare and climate change mitigation, the EU promotion policy for agricultural products is still enabling and encouraging the promotion of more meat consumption and increased intensive farming, which is not only a poor outcome for animal welfare, but is also hugely detrimental to the environment. It is entirely at odds with the collective realisation that we need to invest in, and promote sustainable alternatives to intensive animal farming.

³³ Barnett, J. L., Hemsworth, P. H., Cronin, G. M., Jongman, E. C., & Hutson, G. D. (2001). A review of the welfare issues for sows and piglets in relation to housing. *Australian journal of agricultural research*, 52(1), 1-28.

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