

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

- Bulgarian
- Croatian
- Czech
- Danish
- Dutch
- English
- Estonian

- Finnish
- French
- German
- Greek
- Hungarian
- Irish
- 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

Tifenn

* Surname

Pilot Doco

* Email (this won't be published)

tifenn@epha.org

* Organisation name

255 character(s) maximum

European Public Health Alliance

* 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.

- | | | | |
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| <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 |
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| <input type="radio"/> Angola | <input type="radio"/> Equatorial Guinea | <input type="radio"/> Malawi | <input type="radio"/> Saudi Arabia |

- Anguilla
- Antarctica
- 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
- Eritrea
- Estonia
- 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
- Malaysia
- Maldives
- 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
- Senegal
- Serbia
- 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

- Brazil
- 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
- Guinea
- 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
- New Zealand
- 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
- Tanzania
- 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

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| <input type="radio"/> Costa Rica | <input type="radio"/> Kiribati | <input type="radio"/> Qatar | <input type="radio"/> Vatican City |
| <input type="radio"/> Côte d'Ivoire | <input type="radio"/> Kosovo | <input type="radio"/> Réunion | <input type="radio"/> Venezuela |
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Futuna |
| <input type="radio"/> Curaçao | <input type="radio"/> Laos | <input type="radio"/> Rwanda | <input type="radio"/> Western
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Barthélemy | <input type="radio"/> Yemen |
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Congo | <input type="radio"/> Lesotho | <input type="radio"/> Saint Kitts and
Nevis | <input type="radio"/> Zimbabwe |
| <input type="radio"/> Denmark | <input type="radio"/> Liberia | <input type="radio"/> Saint Lucia | |

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

* Contribution 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 organisation details are published: The type of respondent that you responded to this consultation as, the name of the organisation on whose behalf you reply as well as its transparency number, its size, its country of origin and your contribution will be published as received. Your name will not be published. Please do not include any personal data in the contribution itself if you want to remain anonymous.

Public

Organisation details and respondent details are published: The type of respondent that you responded to this consultation as, the name of the organisation on whose behalf you reply as well as its transparency number, its size, its country of origin and your contribution will be published. Your name will also be published.

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

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
<p>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)</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<p>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.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<p>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.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

<p>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)</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>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)</p>	<input 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?

To ensure EU promotion policy adds value and is coherent, a fundamentally new approach is required.

The overall objective of EU promotion policy should shift away from a primary focus on competitiveness, which risks overlooking potential trade-offs with other EU policy objectives, including on health; and move towards supporting the aims pursued by the Farm to Fork Strategy and the Europe's Beating Cancer Plan.

Promotion policy is a demand-oriented policy, and should therefore be based on the types of demand patterns that should be promoted to contribute healthy, sustainable food systems.

Both alcohol use and unhealthy diets are key risk factors for non-communicable diseases (NCDs), including cardiovascular disease, certain cancers and type-2 diabetes. Any public money distributed, especially for consumption-oriented measures, should ensure consistency with the aims of NCD prevention, both within Europe and internationally.

In light of the new approach, promotion policy should be used to help create changes in demand to provide producers with market incentives that are consistent with a transition towards healthy, sustainable food systems. This including a health-sensitive agriculture, and nutritionally, environmentally, socially and animal welfare friendly food environments.

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

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 type="radio"/>	<input checked="" 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"/>

<p>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</p>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>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</p>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>Outside the EU: It should promote the same EU agri-food products that are promoted inside the EU.</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" 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](#).

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 type="radio"/>	<input checked="" 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 checked="" 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 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 type="radio"/>	<input checked="" 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 checked="" type="radio"/>	<input type="radio"/>
Beer	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Spirit drinks	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

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

The renewed policy objective mentioned above will need to be accompanied by a full revision of the logic by which funding is allocated.

Promotion funding should be dedicated to:

- Products that form cornerstones of healthy diets and are currently under-consumed, especially fresh or minimally processed fruits and vegetables, whole grains, pulses and nuts.
- Products from organic agriculture and, subject to the availability of credible certification systems, other models using sustainability-enhancing production methods. Only those animal-sourced products falling under this category should be eligible for support. A maximum ceiling should be established for this type of products, considering their current high levels of consumption in Europe.

Moreover:

- Alcoholic drinks, including wines, beers, ciders and spirits, should be excluded from eligibility for promotion support.
- Products high in fat, sugar and salt, which are associated with the high burden of diet-related NCDs in Europe, should not be promoted with public funding, and should be excluded from eligibility for support.
- Products with a geographical indication (GI) should no longer be automatically considered as priority products for promotion.
- Considering the need to promote changes in demand in support of a sustainable food systems transition, and the economic risks of relying on export-oriented supply chains, promotion funding should focus on the EU internal market and shift away from its current priority of promoting exports. The remaining promotion projects to third countries should demonstrate they do not entail the risk of disrupting local markets thereby endangering livelihoods of smart-scale producers.
- Special provisions should be made to support projects that promote the development of local and/or direct supply chain models, including peri-urban to urban linkages, and rural markets.

In view of the evolution of EU policies in the areas of food systems and public health, the EU agricultural and food promotion policy is no longer fit for purpose and should be fundamentally revised.

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

For more detailed information, please refer to the European Public Health Alliance complete consultation.

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/EPHA_Contribution_Review_EU_promotion_policy_for_agricultural_products.pdf

Thank you for participating in this survey!

Contact

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