



**EUROPEAN COMMISSION**

**PRESS RELEASE**

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## **€ 39 million EU support for the promotion of agricultural products**

The European Commission has today approved 27 programmes to promote agricultural products in the European Union and in third countries. The total budget of the programmes, the grand majority of which will run for a period of three years, is € 77,4 million of which the EU contributes € 39 million. The selected programmes cover a variety of product categories, such as fresh and processed fruit and vegetables, dairy products, quality products (PDOs, PGIs, TSGs and organic products), flowers, quality meat, as well as, for the first time, sheepmeat.

EU Agriculture Commissioner Dacian Cioloş stated today: *"I am pleased to confirm our support for these new promotion programmes, including sheepmeat for the first time. I hope they will boost consumption and sales at this difficult time. In the course of the last 5 years, we have become a net exporter of agri food products, with the value of exports accelerating faster than the volume, as consumers in other parts of the world appreciate the traditions, quality standards and tastes of Europe. These new measures will further enhance that reputation."*

By 15 June 2014, within the information and promotion scheme, the Commission services received 43 proposals for programmes targeting the internal market and third countries as part of the second wave of programme selection for year 2014. After evaluation, 27 programmes were retained for co-financing out of which 21 target the internal market and 6 target third countries. Third countries and regions targeted are: North America, Latin America, Middle East, South-East Asia, Japan, North Africa and Turkey.

Moreover, two of the accepted programmes are so-called multi-programmes, programmes from organisations located in different member states that jointly carry out a promotion campaign. In the context of the recently agreed reform of the promotion policy, this type of promotion campaigns will be even more encouraged.

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## Regulation (EC) No 501/2008: Promotion on the internal market and in third countries

- 2014 series -

Programmes selected

| Member State    | Prog. No | Proposing organisations                                     | Products      | Target countries (*)        | Duration years | Total budget in EUR |                   |            |            | EC contribution in €(annual and total) |            |            |            |
|-----------------|----------|---|---------------|-----------------------------|----------------|---------------------|-------------------|------------|------------|--|------------|------------|------------|
|                 |          |   |               |                             |                | Year 1              | Year 2            | Year 3     | Total      | Year 1                                 | Year 2     | Year 3     | Total      |
| <b>Multi MS</b> |          |   |               |                             |                | 1 660 000           | 1 660 000         | 1 660 000  | 4 980 000  | 830 000                                | 830 000    | 830 000    | 2 490 000  |
| DK              |          | DANISH DAIRY BOARD  | DAIRY         | DK + FR + IE + GB           | 3              | 247 283             | 247 283           | 247 283    | 741 849    | 123 642                                | 123 642    | 123 642    | 370 925    |
| IE              |          | NDC   |               |                             |                | 206 071             | 206 071           | 206 071    | 618 213    | 103 036                                | 103 036    | 103 036    | 309 107    |
| FR              |          | CNIEL + EMF   |               |                             |                | 1 115 976           | 1 115 976         | 1 115 976  | 3 347 928  | 557 988                                | 557 988    | 557 988    | 1 673 964  |
| GB              |          | DCNI  |               |                             |                | 90 670              | 90 670            | 90 670     | 272 010    | 45 335                                 | 45 335     | 45 335     | 136 005    |
| <b>Multi MS</b> |          |   |               |                             |                |                     |                   |            | 2 152 696  | 2 152 696                              | 2 146 072  | 6 451 464  | 1 076 348  |
| IE              |          | BORD BIA  | SHEEP         | DE + BE + DK + FR + IE + GB | 3              | 413 318             | 413 318           | 412 046    | 1 238 682  | 206 659                                | 206 659    | 206 023    | 619 341    |
| FR              |          | INTERBEV  |               |                             |                | 569 604             | 569 604           | 567 850    | 1 707 058  | 284 802                                | 284 802    | 283 925    | 853 529    |
| GB              |          | AHDB (EBLEX)  |               |                             |                | 1 169 774           | 1 169 774         | 1 166 176  | 3 505 724  | 584 887                                | 584 887    | 583 088    | 1 752 862  |
| BE              |          | VLAM  |               |                             |                | 450 000             | 450 000           | 450 000    | 1 350 000  | 225 000                                | 225 000    | 225 000    | 675 000    |
| BG              |          | NARSPBM   |               |                             |                | DAIRY + SHEEP       | DE + GR + BG + HR | 3          | 1 088 199  | 1 450 148                              | 1 039 024  | 3 577 371  | 544 099    |
| DE              |          | 5 AM TAG E V  | FRESH F&V     | DE                          | 3              | 200 000             | 200 000           | 200 000    | 600 000    | 100 000                                | 100 000    | 100 000    | 300 000    |
| DE              |          | STARS FOR EUROPE GBR  | HORTIC        | ES + IT                     | 3              | 114 991             | 114 991           | 117 190    | 347 172    | 57 496                                 | 57 496     | 58 595     | 173 587    |
| EE              |          | CACE  | DAIRY         | EE                          | 3              | 269 582             | 281 292           | 223 943    | 774 816    | 134 791                                | 140 646    | 111 971    | 387 408    |
| GR              |          | UNION OF LEGAL PERSONS (COOP ZAGORA EAS NAXOY PES)          | FRESH F&V     | GR                          | 3              | 779 228             | 726 896           | 726 896    | 2 233 020  | 467 537                                | 436 138    | 436 138    | 1 339 813  |
| GR              |          | KIN PDO PRODUCERS (KRITO ARTOS-MPOTZAKIS AEBBT-MASAOUTIS)   | PDO/PGI/TSG   | DE + GR + CY                | 3              | 911 000             | 736 000           | 736 000    | 2 383 000  | 455 500                                | 368 000    | 368 000    | 1 191 500  |
| GR              |          | COOP MASTIHA CHIOS + COOP KYMIS + MEDITERRA                 | PDO/PGI/TSG   | BY + RU + TR + MEA          | 3              | 1 252 485           | 935 698           | 804 904    | 2 993 087  | 626 243                                | 467 849    | 402 452    | 1 496 544  |
| GR              |          | ALMME   | PROC F&V      | LAM + MEA + NAF             | 3              | 995 000             | 833 000           | 833 000    | 2 661 000  | 497 500                                | 416 500    | 416 500    | 1 330 500  |
| ES              |          | INTEROVIC   | SHEEP         | BE + ES + FR + IT           | 3              | 1 385 000           | 1 385 000         | 1 385 000  | 4 155 000  | 692 500                                | 692 500    | 692 500    | 2 077 500  |
| FR              |          | AGENCE BIO  | ORGANIC       | FR                          | 3              | 1 195 836           | 1 115 139         | 1 128 688  | 3 439 663  | 597 918                                | 557 570    | 564 344    | 1 719 832  |
| FR              |          | INTERFEL  | FRESH F&V     | FR                          | 3              | 2 070 472           | 2 085 018         | 2 109 669  | 6 265 159  | 1 035 236                              | 1 042 509  | 1 054 835  | 3 132 580  |
| IT              |          | CONS PROSCIUTTO DI SAN DANIELE                              | PDO/PGI/TSG   | DE + GB + AT                | 3              | 1 908 817           | 1 842 396         | 1 862 110  | 5 613 323  | 954 408                                | 921 198    | 931 055    | 2 806 662  |
| IT              |          | UNAPROA   | FRESH F&V     | IT                          | 3              | 1 170 150           | 906 101           | 922 074    | 2 998 324  | 585 075                                | 453 050    | 461 037    | 1 499 162  |
| IT              |          | AGRIFORM SOC COOP AGR                                       | DAIRY         | IN + RU + NAF + MEA         | 3              | 615 886             | 432 475           | 431 944    | 1 480 304  | 307 943                                | 216 237    | 215 972    | 740 152    |
| LV              |          | SAB   | HORTIC        | LV                          | 2              | 289 210             | 168 383           |            | 457 593    | 144 605                                | 84 191     |            | 228 797    |
| LT              |          | BFO   | PROC F&V      | EE + LV + LT                | 3              | 628 399             | 719 384           | 520 672    | 1 868 455  | 314 199                                | 359 692    | 260 336    | 934 227    |
| NL              |          | GFB   | FRESH F&V     | DE + NL + GB                | 3              | 720 000             | 720 000           | 720 000    | 2 160 000  | 360 000                                | 360 000    | 360 000    | 1 080 000  |
| AT              |          | AMA-M   | FRESH F&V     | AT                          | 3              | 1 401 921           | 1 401 921         | 1 401 921  | 4 205 763  | 728 961                                | 728 961    | 728 961    | 2 186 883  |
| PL              |          | FGAP  | FRESH F&V     | SE + FI + AT + CZ + PL      | 3              | 1 495 841           | 1 259 756         | 1 234 635  | 3 990 232  | 747 921                                | 629 878    | 617 318    | 1 995 116  |
| PL              |          | POLISH ASSOCIATION OF JUICE PRODUCERS                       | PROC F&V      | CZ + LT + PL + SK + RO      | 3              | 2 375 210           | 1 865 885         | 755 836    | 4 996 931  | 1 187 605                              | 932 943    | 377 918    | 2 498 466  |
| PL              |          | ASSOCIATION OF POLISH ORGANIC FOOD PRODUCERS AND PROCESSORS | ORGANIC       | JP + NAM + SEA              | 3              | 593 281             | 567 585           | 573 621    | 1 734 487  | 296 641                                | 283 793    | 286 811    | 867 245    |
| PL              |          | PMA   | BEEF/VEAL/PIG | TR                          | 3              | 372 970             | 165 398           | 337 675    | 876 043    | 186 485                                | 82 699     | 168 838    | 438 022    |
| GB              |          | HCC   | MEAT          | DE + DK + IT + SE           | 3              | 1 559 899           | 1 229 591         | 1 370 915  | 4 160 405  | 779 949                                | 614 795    | 685 457    | 2 080 201  |
| GB              |          | DCNI  | DAIRY         | RU + SEA + MEA              | 3              | 253 205             | 232 731           | 139 291    | 625 227    | 126 603                                | 116 366    | 69 646     | 312 614    |
| <b>EU (27)</b>  |          |   |               |                             |                | 27 909 277          | 25 637 483        | 23 831 080 | 77 377 840 | 14 060 562                             | 12 919 431 | 12 016 231 | 38 996 226 |

(\*) Geographical areas: LAM = Latin America; MEA = Middle East; NAF = North Africa; NAM = North America; SEA = South-east Asia;

Countries: AT = Austria BE = Belgium; BG = Bulgaria; BY = Belarus; CY = Cyprus; CZ = Czech Republic; DE = Germany; DK = Denmark; EE = Estonia; ES = Spain; FI = Finland; FR = France; GB = United Kingdom; GR = Greece; HR = Croatia; IE = Ireland; IN = India; IT = Italy; JP = Japan; LT = Lithuania; LV = Latvia; NL = Netherlands; NSE = Non Split Expenses; PL = Poland; RO = Romania; RU = Russia; SE = Sweden; SK = Slovakia; TR = Turkey