

# New measure for the winegrowing and winemaking sector

*Author(s):* Растителна защита  
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*On 15 February 2021, for the first time, applications will be opened under Measure “Information provision in Member States” of the National Support Programme for the Wine Sector 2019–2023. Applications for financial assistance may be submitted until 24 February 2021. The budget envisaged for financial year 2021 is slightly over BGN 3 million.*

The measure will be implemented in two directions: to inform consumers about the responsible consumption of wine and the risks associated with harmful alcohol consumption, and regarding the European Union scheme for PDO and PGI in relation to the specific quality, reputation or other characteristics of wine due to its specific geographical environment or its origin.

Eligible to apply for support are associations and organisations of producers of wine-sector products, professional organisations working mainly in the wine sector, interbranch organisations under the Wine and Spirits Act, as well as state authorities and institutions whose activities are related to the promotion of business.

Eligible activities for financing are related to conducting information campaigns in the media, preparation of information materials such as brochures, leaflets, flyers, posters, billboards, etc., creation of a website, participation in events, exhibitions, fairs, festivals, conferences, etc.

The implementation period for the information projects is from 1 to 3 years from the date of conclusion of the contract with the State Fund "Agriculture". The maximum value of a project may not exceed BGN 700,000 per year and BGN 2,000,000 for a three-year period.

The application documents for support shall be submitted in person or through an authorised representative to the Central Administration of the State Fund "Agriculture", 3 Gusla Street, "Wine, Promotional Programmes and Licences" Department, after booking an appointment in advance at one of the following telephone numbers: 02/81 87 513, 02/8187 517 and 02/8187 534. In order to avoid large gatherings of people and to comply with anti-epidemic measures, beneficiaries are kindly requested to strictly observe their pre-booked appointment times and to wear personal protective equipment.

For the convenience of potential beneficiaries, templates of the application documents have been published on the official website of the State Fund "Agriculture".

*Source*

*State Fund "Agriculture"*