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Promotional programmes of the EU: an opportunity to promote European products on foreign markets

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Until 20 April 2017 proposals may be submitted for promotional programmes aimed at encouraging the opening of markets for European agricultural products outside Europe. Applications are sent directly to the EC to the Consumers, Health, Agriculture and Food Executive Agency (CHAFEA) via the Commission's electronic portal.

The European Commission is allocating EUR 133 million for 2017 in support of three-year promotional and information programmes which will be aimed at providing opportunities for the promotion of European agricultural products on markets within and outside the Union. The EC will finance two types of programmes – simple (national) and multi-national. The first type will receive funding amounting to EUR 90 million, and the second – EUR 43 million.

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For simple promotional programmes the funds are divided between the internal EU market and third-country markets. The internal common market will receive about EUR 22.5 million, of which EUR 12.4 million will be directed to protected designations of origin, geographical indications and traditional specialities guaranteed, organic farming and the graphic symbol for the outermost regions. Simple promotional programmes targeting foreign markets outside Europe will be financed with EUR 63 million. For them, the focus will again be on products under EU quality schemes and products from the outermost regions and from organic production.

In 2017, a procedure is also introduced for an additional amount for simple programmes, amounting to EUR 4.5 million, intended to cover the unexpected consequences of unforeseen market crises in the sector. Another novelty is the allocation of funds for additional programmes (EUR 15 million) to raise awareness within the internal market about sustainable agriculture and the role of agriculture in combating climate change.

Bulgaria

Currently, in Bulgaria there are 19 Bulgarian promotional programmes approved for financing by the EC. Of these, ten have already been implemented and the rest are in the process of implementation, according to official data from the Ministry of Agriculture and Food. As a result, an increase in exports of specific food products has been reported. In an interview for “Capital”, Ivanka Statkova, Chief Expert in the Directorate “Market Measures and Producer Organisations” at the Ministry of Agriculture and Food, shares the positive growth in exports of cheese and yellow cheese to Ukraine, Australia, the United Arab Emirates and, before the embargo, to Russia. According to her, our country is one of the few on the European market that has implemented a programme for an egg-marking system. In recent years positive trends have also been observed in the export of lyutenitsa, wine, rose jam, rosehip marmalade and canned peaches. For the time being, however, only Bulgarian cherries as fresh fruit have managed to gain a foothold on the Norwegian market.

It is important to note that funds are granted only to associations of producers and traders of agricultural and food products. As in most European programmes, priority is given to projects with participants from several countries. Sectoral organisations are free to advertise themselves in various ways (organising competitions, exhibitions, press publications, trainings and fairs) and to receive funding for their presentation on international markets.

HERE you can find all documents related to the conditions for applying under promotional programmes in the EU.