



# The new promotion policy-annual work programme

**22.10.2015**

*DG Agriculture and Rural Development  
European Commission  
Johan van Gruijthuijsen*

## Annual Work Programme

- **What is it, how does it work?**
- **What comes next?**

## Annual Work Programme

- ✓ **Adopted annually**
- ✓ **Sets the strategic priorities**
- ✓ **Identifies actions to be financed**
- ✓ **Corresponding envelopes**
- ✓ **Establishes “criteria” for evaluation**
- ✓ Provides for **specific arrangements** to react in case of serious market disturbance

# Annual Work Programme for 2016

	Amount foreseen
<b>Simple programmes - Internal Market</b>	<b>26 M€</b>
<u>Action 1*</u> - Information and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes as defined in Article 5(4)a,b and c of Regulation (EU) 1144/2014	10 M€
<u>Action 2*</u> - Information and promotion programmes aiming at highlighting the specific features of agricultural methods in the Union and the characteristics of European agricultural and food products	7 M€
<u>Action 3</u> - Information and promotion programmes on milk/dairy, pig meat products or a combination of those two	9 M€
<b>Simple programmes - in Third countries</b>	<b>68 M€</b>
<u>Action 4*</u> - Information and promotion programmes targeting China, Japan, South Korea and customs territory of Taiwan	12 M€
<u>Action 5*</u> -Information and promotion programmes targeting USA and/or Canada	12 M€
<u>Action 6*</u> - Central and South America and the Carribean	7 M€
<u>Action 7*</u> - South East Asia, meaning Brunei, Cambodia, Indonesia, Lao, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor Leste and Vietnam	7 M€
<u>Action 8*</u> - Africa and Middle East	4,5 M€
<u>Action 9*</u> - other geographical areas	4,5 M€
<u>Action 10</u> - Information and promotion programmes on milk/dairy products, pig meat products or a combination of those two targeting any third country	21 M€
<b>Multi programmes</b>	<b>14 M€</b>
<b>Simple programmes - in case of serious market disturbance</b>	<b>3 M€</b>
<i>*These programmes shall not cover milk/dairy products, pig meat products or a combination of those two. They may however cover milk/dairy products, pig meat products or a combination of those two if they are associated with other products.</i>	<b>Total 111 M€</b>

## **Annual Work Programme**

- ✓ **Call for proposals**
- ✓ **Evaluation of proposals**
- ✓ **Selection**
- ✓ **Signature of contracts**
  
- ✓ **Preparation Annual Work Programme 2017**

## For further information

### Europa web-site

[http://ec.europa.eu/agriculture/promotion/policy/index\\_en.htm](http://ec.europa.eu/agriculture/promotion/policy/index_en.htm)

