



The new promotion policy

New legal framework

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AGRICULTURE AND RURAL DEVELOPMENT

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Promotion of EU farm products

European Union farm products are unique in their quality and diversity. In an open global market, merely producing excellent food and drink is not enough. By explaining to consumers the standards and the quality of what EU agriculture puts on the table, EU promotional programmes can help European producers in an increasingly competitive world.

Reform – Latest news

13/10/2015: New promotion rules (applicable as of 1 December 2015): **Delegated and Implementing Regulations published today + Commission adopts work programme for 2016**

>> [Read the press release](#)

>> [Watch the statement by Commissioner Phil Hogan](#)

>> [See the synoptic presentation](#) [2 MB]

>> [Read the Q&A](#) [567 KB]

>> [More on the new promotion rules applicable as of 1 December 2015](#)

Related info

>> [More on the GI campaign – Tastes of Europe](#)

>> [Technical assistance for the selection of information and promotion programmes related to agricultural products: Call for expression of interest](#)



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RELATED INFO

[CHAFEFA website](#)

[Technical assistance for the selection of information and promotion programmes related to agricultural products: Call for expression of interest](#)

[Call for expression of interest for contract staff](#)

[Information for exporters](#) [299 KB]

[How to use the "Enjoy! It's from Europe" signature](#)

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Promotional measures

A dynamic promotion policy oriented towards the needs of the sector on European and world markets

The Commission has developed a promotion policy since many years. Determined to maintain the conditions of competitiveness for years to come and thus meet the needs of the sector in the European and global markets, the Commission opted for a revision of this framework in a phased approach.

The new regulation was formally adopted on 22 October 2014 and published on 4 November 2014. It will start applying on 1 December 2015.

2015

1 December: [Regulation \(EU\) No 1144/2014](#) starts applying.

13 October: Publication of the [Commission Delegated Regulation \(EU\) 2015/1829](#) and of the [Commission Implementing Regulation \(EU\) 2015/1831](#) .

13 October: Adoption of the [annual work programme for 2016](#) establishing the priorities in accordance with Article 8 of Regulation (EU) n° 1144/2014

2014

4 November: publication of [Regulation \(EU\) n° 1144/2014](#)

22 October: signature by the Council and the European Parliament

16 September: following legal-linguistic finalisation, a [corrigendum to the EP's position](#) [139 KB] was adopted.

July: legal/linguistic finalisation of the text by the Council and the EP

30 April: [adoption of the opinion of the Economic and Social Committee](#)

15 April: [adoption of the EP's position at 1st reading](#)

02 April: [adoption of the opinion of the Committee of the Regions](#)



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Promotion of farm products: Campaigns

On this page you can find lists of all information and promotion programmes approved since the beginning of the measure in 2001. Under the heading "Programmes in the spotlight" some of the running promotion campaigns will be presented, including links to TV and radio spots as well as to the campaigns' websites.

Programmes in the spotlight

"A showcase for Europe's finest regional produce"

- [Campaign website](#)

"Information campaign in Lithuania for fruits & vegetables grown in the EU"

- [Campaign website](#)
- [The campaign on facebook](#)
- [Videos](#)

"All day long – campaign for fruit and vegetables"

- [Campaign website](#)
- [The campaign on facebook](#)

"Discover the Origin" - EU co-financed campaign for products with a Protected Designation of Origin (PDO)

- [Campaign website](#)
- [The campaign on facebook](#)
- ["Discover the Origin" on twitter](#)
- Latest webcasts:
 - [Parma Ham wrapped beef tartare](#)

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Promotion of farm products: National websites

On their national web sites, interested Member States publish twice-yearly calls for proposals from professional organisations for information and promotional campaigns about food and other farm products (including production methods). The calls for proposals describe who is eligible, how successful candidates will be selected and how the campaigns will be awarded.

The following list of links is based on information provided by the Member States. The Commission cannot guarantee the exactness or completeness of any information on the sites linked to below and declines all responsibility for any use made of such information.

Bulgaria

<http://www.mzh.government.bg>

Belgium

<http://www2.vlaanderen.be/ned/sites/landbouw> (Vlaams gewest)

Czech Republic

http://www.szif.cz/irj/portal/anonymous/pkp~eu_podpora

Denmark

<http://naturerhverv.dk/>

Germany

<http://www.ble.de>

Estonia

<http://www.agri.ee>

Greece

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For further information

Europa web-site

http://ec.europa.eu/agriculture/promotion/policy/index_en.htm

