



Evaluation and Review of the Promotion policy

Presentation to the Market Advisory Council – *Fishery and
Aquaculture products*

24 November 2020

AGRI-B1

Christina GERSTGRASSER, Head of Unit

Evaluation and review of the Promotion policy Timeline

Evaluation conducted in 2019-2020:

Open public consultation, external support study have been finalised and published (14 October 2020)

Staff Working Document is being finalised, Report to the European Parliament and to the Council to be submitted before end of 2020 (*as foreseen by the Basic Regulation (EU) 1144/2014*)

Review foreseen in Farm to Fork Strategy to start in 2021

Evaluation of the Promotion Policy

Open Public Consultation: 141 replies, varied views between stakeholders (no specific participation of fishery and aquaculture stakeholders)

External support study: included online surveys and interviews with stakeholders.

Mainly looked at: efficiency of implementation (shared/direct management), EU added value, Coherence (internal coherence and coherence with other policies)

https://ec.europa.eu/info/news/eu-agri-food-promotion-policy-increases-awareness-high-standards-eu-agri-food-products-2020-oct-14_en

Review of the Promotion Policy

References to the Promotion policy in the Farm to Fork strategy:

p. 8 [The Commission is undertaking a review of the EU promotion programme for agricultural products, with a view to enhancing its contribution to sustainable production and consumption, and in line with the evolving diets.]

p. 9 [The market for organic food is set to continue growing and organic farming needs to be further promoted. (...) the Commission will put forward an Action Plan on organic farming. This will help Member States stimulate both supply and demand for organic products. It will ensure consumer trust and boost demand through promotion campaigns and green public procurement.]

p.22 Table / Draft Action Plan [Review of the EU promotion programme for agricultural and food products with a view to enhancing its contribution to sustainable production and consumption.]

Review of the promotion policy

Review process (following the better regulation guidelines):

Accompanied by an interservice steering group

Includes an impact assessment of different policy options which must be submitted for approval to the regulatory scrutiny board in the second half of 2021

Consultations will be conducted as foreseen by better regulation rules, including an OPC with the opportunity to submit position papers.

Adoption by the Commission of a proposal for a review (end 2021-early 2022).



Thank you

