

EU promotion policy

POSITION PAPER

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The future EU Promotion Policy must continue to support quality European agri-food products, encouraging producers to improve their sustainability and competitiveness without excluding any particular product or production practice.

Europe is renowned for its rich and diverse food culture, combining tradition and innovation.

The EU Promotion Policy provides financial support to campaigns aimed at increasing the competitiveness of, and opening new market opportunities for, EU farm, food and drink products. These promotion campaigns take place both in EU Member States and outside the EU and address consumers and business operators alike.

An [evaluation report](#) published by the European Commission in December 2020 concluded that the EU Promotion Policy successfully raises the profile of EU products and awareness of their high production standards. The study did not identify any major inconsistencies with other EU policies – including those on health, climate and environment – although it highlighted that certain specific products or production methods will require careful attention in light of policy developments.

We strongly believe that the future of the EU Promotion Policy must build on its past success. We support the call for a Promotion Policy that contributes to sustainable production and consumption, as set out in the EU Farm to Fork Strategy.

We are convinced that the policy can be compatible with more sustainable food systems and healthy diets, while continuing to increase the competitiveness and profile of agri-food products at European and international level.

WHY EU FOOD & DRINK IS SO SPECIAL

- Europe is a continent that shows remarkable geographical diversity, and this is reflected in an equally remarkable diversity of agricultural produce. High quality and diverse agricultural produce, in turn, provides the basis for a huge variety of quality food and drink products.
- Most European countries have a strong and distinct culinary tradition enriched by high-quality, tasty, and nutritious products.
- EU food and drinks are produced in accordance with strict and harmonised rules on quality, safety, and environmental protection; this is to the benefit of consumers and it also provides producers with a level-playing field for fair competition.

90% of EU food and drink exporters are SMEs

91% of EU food and drink industry turnover is generated in the EU

€145 billion is the value of EU food and drink exports

>15% of EU food and drink exports are Geographical Indications (GIs) and Traditional Specialties Guaranteed (TSGs)

KEY FEATURES OF THE FUTURE EU PROMOTION POLICY

1 An inclusive tool for agri-food products

There should be no discrimination of products on the basis of their nutritional content: all farm, food and drink products can be part of a healthy diet when consumed in moderation. Celebrating the variety of quality EU products, both in and outside the internal market, is coherent with efforts to maximise the adoption of balanced diets and healthy lifestyles.

2 An incentive to adopt more sustainable practices

The promotion programmes should encourage a wider uptake of the sector's constant efforts to embrace the transition to more sustainable food systems. No products should be discriminated against on the basis of their production methods - there are many sustainable practices - organic farming is only one of those.

3 An extended list of eligible products

A wider range of food and drink products should become eligible for the Promotion Policy as a way to 1) reflect the diversity of EU products, 2) encourage a larger participation for funding opportunities under the EU Promotion Policy and 3) acknowledge and support the role of the EU food and drink manufacturing sector as the main buyer of the EU agricultural production (70% of the total).

4 A market-driven instrument

The Promotion Policy should reflect market realities and growth prospects. Furthermore, it should continue to pursue its primary objective which is to enhance the competitiveness and awareness of EU food and drink products, both at European level and on the global stage, where third countries run competing promotion initiatives.

5 A strong and fairly distributed budget

The Promotion Policy is ambitious and successful; it has proven to effectively contribute to increasing the competitiveness of the EU agri-food sector and has a strategic importance in relation to export markets. For this reason, this policy deserves a robust budget that can also help the sector recover from the impact of Covid-19, Brexit, and trade disputes. A balanced budget allocation between actions on GIs, and organic and generic promotion is needed.

6 A tool to strengthen the EU's global leadership on sustainability

By raising awareness of the high production and quality standards of its food and drink products, the EU can inspire third countries to adopt sustainable practices and join the collective effort towards more sustainable food systems worldwide.

ABOUT FOODDRINKEUROPE

FoodDrinkEurope represents the food and drink manufacturing industry. Made up of 291,000 businesses and 4.8 million employees, the food and drink industry buys 70% of all EU agricultural produce and is Europe's largest manufacturing industry.

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