



EUROPEAN COMMISSION

PRESS RELEASE

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## € 39 million EU support for the promotion of agricultural products

The European Commission has today approved 27 programmes to promote agricultural products in the European Union and in third countries. The total budget of the programmes, the grand majority of which will run for a period of three years, is € 77,4 million of which the EU contributes € 39 million. The selected programmes cover a variety of product categories, such as fresh and processed fruit and vegetables, dairy products, quality products (PDOs, PGIs, TSGs and organic products), flowers, quality meat, as well as, for the first time, sheepmeat.

EU Agriculture Commissioner Dacian Cioloş stated today: *"I am pleased to confirm our support for these new promotion programmes, including sheepmeat for the first time. I hope they will boost consumption and sales at this difficult time. In the course of the last 5 years, we have become a net exporter of agri food products, with the value of exports accelerating faster than the volume, as consumers in other parts of the world appreciate the traditions, quality standards and tastes of Europe. These new measures will further enhance that reputation."*

By 15 June 2014, within the information and promotion scheme, the Commission services received 43 proposals for programmes targeting the internal market and third countries as part of the second wave of programme selection for year 2014. After evaluation, 27 programmes were retained for co-financing out of which 21 target the internal market and 6 target third countries. Third countries and regions targeted are: North America, Latin America, Middle East, South-East Asia, Japan, North Africa and Turkey.

Moreover, two of the accepted programmes are so-called multi-programmes, programmes from organisations located in different member states that jointly carry out a promotion campaign. In the context of the recently agreed reform of the promotion policy, this type of promotion campaigns will be even more encouraged.

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## Regulation (EC) No 501/2008: Promotion on the internal market and in third countries

- 2014 series -

Programmes selected

Member State	Prog. No	Proposing organisations	Products	Target countries (*)	Duration years	Total budget in EUR				EC contribution in €(annual and total)			
						Year 1	Year 2	Year 3	Total	Year 1	Year 2	Year 3	Total
<b>Multi MS</b>						1 660 000	1 660 000	1 660 000	4 980 000	830 000	830 000	830 000	2 490 000
DK		DANISH DAIRY BOARD	DAIRY	DK + FR + IE + GB	3	247 283	247 283	247 283	741 849	123 642	123 642	123 642	370 925
IE		NDC				206 071	206 071	206 071	618 213	103 036	103 036	103 036	309 107
FR		CNIEL + EMF				1 115 976	1 115 976	1 115 976	3 347 928	557 988	557 988	557 988	1 673 964
GB		DCNI				90 670	90 670	90 670	272 010	45 335	45 335	45 335	136 005
<b>Multi MS</b>									2 152 696	2 152 696	2 146 072	6 451 464	1 076 348
IE		BORD BIA	SHEEP	DE + BE + DK + FR + IE + GB	3	413 318	413 318	412 046	1 238 682	206 659	206 659	206 023	619 341
FR		INTERBEV				569 604	569 604	567 850	1 707 058	284 802	284 802	283 925	853 529
GB		AHDB (EBLEX)				1 169 774	1 169 774	1 166 176	3 505 724	584 887	584 887	583 088	1 752 862
BE		VLAM				450 000	450 000	450 000	1 350 000	225 000	225 000	225 000	675 000
BG		NARSPBM	DAIRY + SHEEP	DE + GR + BG + HR	3	1 088 199	1 450 148	1 039 024	3 577 371	544 099	725 074	519 512	1 788 686
DE		5 AM TAG E V	FRESH F&V	DE	3	200 000	200 000	200 000	600 000	100 000	100 000	100 000	300 000
DE		STARS FOR EUROPE GBR	HORTIC	ES + IT	3	114 991	114 991	117 190	347 172	57 496	57 496	58 595	173 587
EE		CACE	DAIRY	EE	3	269 582	281 292	223 943	774 816	134 791	140 646	111 971	387 408
GR		UNION OF LEGAL PERSONS (COOP ZAGORA EAS NAXOY PES)	FRESH F&V	GR	3	779 228	726 896	726 896	2 233 020	467 537	436 138	436 138	1 339 813
GR		KIN PDO PRODUCERS (KRITO ARTOS-MPOTZAKIS AEBBT-MASAOUTIS)	PDO/PGI/TSG	DE + GR + CY	3	911 000	736 000	736 000	2 383 000	455 500	368 000	368 000	1 191 500
GR		COOP MASTIHA CHIOS + COOP KYMIS + MEDITERRA	PDO/PGI/TSG	BY + RU + TR + MEA	3	1 252 485	935 698	804 904	2 993 087	626 243	467 849	402 452	1 496 544
GR		ALMME	PROC F&V	LAM + MEA + NAF	3	995 000	833 000	833 000	2 661 000	497 500	416 500	416 500	1 330 500
ES		INTEROVIC	SHEEP	BE + ES + FR + IT	3	1 385 000	1 385 000	1 385 000	4 155 000	692 500	692 500	692 500	2 077 500
FR		AGENCE BIO	ORGANIC	FR	3	1 195 836	1 115 139	1 128 688	3 439 663	597 918	557 570	564 344	1 719 832
FR		INTERFEL	FRESH F&V	FR	3	2 070 472	2 085 018	2 109 669	6 265 159	1 035 236	1 042 509	1 054 835	3 132 580
IT		CONS PROSCIUTTO DI SAN DANIELE	PDO/PGI/TSG	DE + GB + AT	3	1 908 817	1 842 396	1 862 110	5 613 323	954 408	921 198	931 055	2 806 662
IT		UNAPROA	FRESH F&V	IT	3	1 170 150	906 101	922 074	2 998 324	585 075	453 050	461 037	1 499 162
IT		AGRIFORM SOC COOP AGR	DAIRY	IN + RU + NAF + MEA	3	615 886	432 475	431 944	1 480 304	307 943	216 237	215 972	740 152
LV		SAB	HORTIC	LV	2	289 210	168 383		457 593	144 605	84 191		228 797
LT		BFO	PROC F&V	EE + LV + LT	3	628 399	719 384	520 672	1 868 455	314 199	359 692	260 336	934 227
NL		GFB	FRESH F&V	DE + NL + GB	3	720 000	720 000	720 000	2 160 000	360 000	360 000	360 000	1 080 000
AT		AMA-M	FRESH F&V	AT	3	1 401 921	1 401 921	1 401 921	4 205 763	728 961	728 961	728 961	2 186 883
PL		FGAP	FRESH F&V	SE + FI + AT + CZ + PL	3	1 495 841	1 259 756	1 234 635	3 990 232	747 921	629 878	617 318	1 995 116
PL		POLISH ASSOCIATION OF JUICE PRODUCERS	PROC F&V	CZ + LT + PL + SK + RO	3	2 375 210	1 865 885	755 836	4 996 931	1 187 605	932 943	377 918	2 498 466
PL		ASSOCIATION OF POLISH ORGANIC FOOD PRODUCERS AND PROCESSORS	ORGANIC	JP + NAM + SEA	3	593 281	567 585	573 621	1 734 487	296 641	283 793	286 811	867 245
PL		PMA	BEEF/VEAL/PIG	TR	3	372 970	165 398	337 675	876 043	186 485	82 699	168 838	438 022
GB		HCC	MEAT	DE + DK + IT + SE	3	1 559 899	1 229 591	1 370 915	4 160 405	779 949	614 795	685 457	2 080 201
GB		DCNI	DAIRY	RU + SEA + MEA	3	253 205	232 731	139 291	625 227	126 603	116 366	69 646	312 614
<b>EU (27)</b>						27 909 277	25 637 483	23 831 080	77 377 840	14 060 562	12 919 431	12 016 231	38 996 226

(\*) Geographical areas: LAM = Latin America; MEA = Middle East; NAF = North Africa; NAM = North America; SEA = South-east Asia;

Countries: AT = Austria BE = Belgium; BG = Bulgaria; BY = Belarus; CY = Cyprus; CZ = Czech Republic; DE = Germany; DK = Denmark; EE = Estonia; ES = Spain; FI = Finland; FR = France; GB = United Kingdom; GR = Greece; HR = Croatia; IE = Ireland; IN = India; IT = Italy; JP = Japan; LT = Lithuania; LV = Latvia; NL = Netherlands; NSE = Non Split Expenses; PL = Poland; RO = Romania; RU = Russia; SE = Sweden; SK = Slovakia; TR = Turkey