



USDA Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Voluntary Report - public distribution

Date: 10/9/2003

GAIN Report Number: E23190

European Union

Competitor

Promotion of EU agricultural products outside the EU

2003

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Report Highlights:

The European Commission recently selected and approved seven out of ten proposals to promote European agricultural products outside the EU. The estimated expenditure for the new programs is 11.6 million EUR of which 50 percent will be financed by the EU.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Brussels USEU [BE2]
[E2]

Promotion of EU agricultural products outside the EU

The European Union recently approved seven out of ten proposals for promotion and information programs to promote European agricultural products outside the EU. The adoption of the seven new programs is the third decision in the framework of Council Regulation 2702/1999. The first and second sets of 18 programs were implemented in December 2001 and February 2002, respectively (ref GAIN reports E21155 and E23019). The products covered in the new programs are wine, fruit and vegetables, cheeses, olive oil and ham. The countries targeted are the United States, Canada, Japan, the Middle East, Russia, Australia and Norway. The estimated expenditure for the new programs is 5.8 million EUR of which 50% will be financed by the EU. The other 50% comes from the member state concerned and from the industry.

Council Regulation 2702/1999 outlines the framework for promoting agricultural products outside the EU. EU-financed measures can cover public relations, promotional or publicity measures specifically highlighting the advantages of EU products in terms of quality, hygiene, food safety, nutrition, labeling, animal welfare or environmental friendliness. Approved measures can also cover participation at trade shows, informational campaigns on the Community system of protected designation of origin (PDOs), protected geographical indications (PGIs), traditional specialties and organic farming. Also possible are information campaigns on the Community system of quality wines produced in specified regions and studies of new markets. Detailed rules for applying the promotion and information measures are laid down in Commission Regulation 2879/2000. This regulation lists the countries where promotion campaigns can be carried out and the products which can be covered.

2003 Approved Promotion Campaigns				
Member State	Proposing Organization	Duration	Total budget in EUR	EU financing in EUR
Multinational (France, Italy)	Consorzio Parmigiano Reggiano/Consorzio Prosciutto di Parma/Comite Interprofessionelle Fromages Comte <i>Cheese, Ham</i>	3 years	1,200,000	600,000
Multinational (Spain, France, Portugal, Italy)	FIAB <i>Cheese, Ham, Wine, Olive Oil</i>	3 years	4,448,220	2,223,090
Multinational (France, Italy)	EUROFEL <i>Fruits, Vegetables</i>	3 years	2,941,000	1,468,500
Italy	Conz. Nat. Olivicoltori <i>Olive Oil</i>	1 year	577,366	288,683
Italy	FEDERDOC <i>Wine</i>	2 years	460,000	230,000
Italy	FEDERLOMBARDA <i>Cheese, Ham, Vegetables, Wine</i>	3 years	995,520	497,352
Italy	Cons. Grano Padana & San Daniele <i>Cheese, Ham</i>	2 years	1,020,000	510,000
Total per year			11,642,106	5,817,625

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Related reports from USEU Brussels:

Report Number	Title	Date Released
E23019	EU Promotional Measures in Third Countries	2/10/2003
E21155	EU Third Country Agricultural Promotion	12/19/2001