2023 Calls for Proposals for the Promotion of Agricultural Products

The 2023 Calls for Promotion Campaigns for EU agricultural products under the EU Promotion Regulations were published by the European Commission on 30th January 2023.

As in 2022, they focus on promoting products and methods that support the aims of the Green Deal and the EU Farm to Fork Strategy including organic products, fruit and vegetables and sustainable agriculture. A total of €185.9 million has been earmarked for promotion, with €176.4 million dedicated to the co-financing of promotion programmes selected from the responses to these calls. The rest of the money will support EU initiatives.

This is a competitive fund with EU co-financing of 70-85% available for high scoring proposals for projects aimed at finding new markets and promoting EU agri-food products on either third country markets or within the EU. The Commission also wants the campaigns to stress the high safety and quality standards of EU agri-food products, their diversity and traditional aspects. For the campaigns outside the EU, priority is being given to markets with high-growth potential identified by the EU Commission such as Japan, South Korea & Canada.

The calls are open to a wide range of bodies, such as trade bodies, producer organisations & agri-food groups responsible for promotion activities.

Applications should be submitted ***by 20th April 2023 directly to REA, the EU agency*** in charge of the call via the **dedicated portal.**

Following evaluation by REA, a Commission decision will be taken in Autumn 2023 on proposals to be funded.

Detailed information is available on:

https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products-0/calls-proposals-promotion-agricultural-products_en

Further information available from:
Food Industry Development Division
Department of Agriculture, Food and the Marine,
Agriculture House,
Kildare St.
Dublin 2.
Email: Agripromo@agriculture.gov.ie

EU Promo Regime - Annual Work Programme for 2023	
SIMPLE PROGRAMMES	
Simple programmes – in Internal Market – Theme #1	**€41.1M**
Topic 1 – Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes (Art5(4)(a) & (c) Reg1144/2014.	€7M
Topic 2 - Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on organic production	€14M
Topic 3 – Programmes increasing the awareness of Union sustainable agriculture and animal welfare and the role of the agri-food sector for climate action and the environment	€6M
Topic 4 - Information provision and promotion programmes aiming at increasing the consumption of fresh fruit and vegetables in the internal market in the context of balanced and healthy dietary practices	€9.1M
Topic 5 - Information provision and promotion programmes aiming at highlighting the specific features of agricultural methods in the Union and the characteristics of European agricultural and food products, and quality schemes (defined in Reg).	€5M
Simple programmes - in Third countries - Theme #2	**€42.9M**
Topic 6 - Information provision and promotion programmes targeting one or more of the following countries: China (including Hong-Kong and Macao), Japan, South Korea, Taiwan, South-eastern Asia or Southern Asia	€16.3M
Topic 7 - Information provision and promotion programmes targeting one or more of the following countries: Canada, USA or Mexico	€9.3M
Topic 8 - Information provision and promotion programmes targeting other geographical areas	€12.3M
Topic 9 - Information provision and promotion programmes concerning the organic products under Union quality scheme (defined in Reg).	€5M
Simple programmes for market disturbance/additional call for proposals OR aimed at increasing the awareness of Union sustainable agriculture and animal welfare in any Third Country.	**€5M**
Total SIMPLE Programmes	**€89M**
MULTI PROGRAMMES	
Multi Programmes – in Internal Market - Theme #3	**€42.2M**
Topic A - Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes OR information provision and promotion programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agri-food products, and quality schemes	€4.2M
Topic B - Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on organic production	€14M
Topic C - Programmes increasing the awareness of Union sustainable agriculture and animal welfare and the role of the agri-food sector for climate action and the environment.	€14M
Topic D - Information provision and promotion programmes aiming at increasing the consumption of fresh fruit and vegetables in the internal market in the context of balanced and proper dietary practices	€10M
Multi Programmes – in Third Countries - *Theme #4*	**€40.2M**
Topic E - Information provision and promotion programmes targeting any third country(ies) – specific features of EU agricultural production methods.	€29.2M
Topic F - Information provision and promotion programmes concerning the organic products under Union quality scheme	€11M
Market Disturbance/additional call for proposals	**€5M**
Total MULTI Programmes	**€87.4M**
Commission's own initiatives	€9.5M
TOTAL PROMOTION	**€185.9M**