Reform of the promotion policy

“A perspective from the fresh fruit and vegetable sector and beyond”

- Scope:
  - Online conference on 9 June from 11h00 to 13h00
  - Zoom platform of Freshfel Europe
  - Meeting in English
  - Participants: 100-150

- Target audience:
  - Members of COPA-COGECA and Freshfel Europe
  - Member of the European Parliament
  - Brussels Member States Permanent Representation
  - National representative of Member States in charge of Promotion
  - European Commission and REA

Draft programme

- Opening remarks and chair: Personal Data
- Context of the reform for fresh produce: Personal Data (momentum post COVID and IFYF, stratification/segmentation of consumers, limited resources for promotion in fresh produce due to tight margins,...)
- Context of the Reform: short address by Commission, preferably Commissioner Wojciechowski (life or recorded) (TBC)
- Successful programmes: snapshot presentation (chaired by Personal Data and Personal Data)
  - Freshfel Europe => Allimpo “The Lemon Age”
  - Freshfel Europe => DOP PGI F-V PROMO
  - Freshfel Europe => Follow me to be healthy
  - COPA-COGECA => Italy – Confcooperative
  - COPA-COGECA => Denmark – EUPORKCH
  - COPA-COGECA => Wine (TBC)
- Concepts for successful reform (chaired by COPA COGECA, Cooperation Agricole)
  - Joint key concept of the agriculture sector – Personal Data COPA-COGECA (More budget, action close to the market reality, policy all-encompassing and not for “niche”,...)
  - MEP Personal Data
  - MEP Personal Data
  - Q&A with audience animated by Personal Data
- Closing remarks: Personal Data and Personal Data