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an paper on promotion measures and information provision for agricultural prod

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My sector of interest is	Organic farming Fruit and vegetables Cereals and milling products Other vegetable products

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Questionnaire

Added value of EU intervention

1. To meet the new challenges in local, European and global markets and ensure the greatest possible added value for Europe, what should the aims of the agricultural product information and promotion policy be? In addition to measures already taken by other players (e.g. the private sector), what contribution should this policy make?

The SCAR 3rd Foresight report highlights that a radical change in food consumption and production in Europe is unavoidable to meet the challenges of scarcities and to make the European agro-food system more resilient in times of increasing instability and surprise. Information measures and promotion programs should be redesigned to reflect these challenges. The aim of the information and promotion policy should be starting with providing information on production methods, and aim at creating long lasting links between citizens, consumers and agricultural production. This approach also seems highlighted in the consultation document on the CAP towards 2020 on page 10.

Regional and local markets

2. What information and promotion measures should be put in place to develop stronger local and regional markets?

Ensuring local involvement : Information and promotion measures to put in place at the local and regional level should start with involving citizens in EU farming, to increase awareness of the importance of HOW agricultural products are produced. Establish a EU programme to test residue levels: EU citizens continue to consider pesticides residue levels in fruit, vegetables and cereals as their main concern regarding food related risks (special Eurobarometer 354, November 2010).

Promotion in the internal market

3. What are the specific needs in relation to information on and promotion of European products and what should the aims be in the internal market?

EU citizens are concerned about farmers pesticide dependency: EU citizens continue to consider pesticides residue levels in fruit, vegetables and cereals as their main concern regarding food related risks (special Eurobarometer 354, November 2010). EU citizens are concerned about environment protection: EU citizens believe that environmental protection needs to be an element of the Common Agricultural Policy (Special Eurobarometer 336, March 2010). Production methods need to be explicitly targeted in the information and promotion measures targeted EU citizens.

4. What measures should be developed to achieve the aims set and thus optimise the European Union's intervention in the internal market?

It is time for a paradigm change in the agricultural sector, to make sure that production methods is again getting at the centre of any policy, including the measures for promotion and information. Special Eurobarometer 354, November 2010 on food risks includes a survey on Public confidence in sources of information on food safety. The survey shows that EU citizens are the most confident in "their physician/doctor", "family and friends" and then "consumer organisations" (76%), "scientists" (73%) and "environmental protection groups" (71%). The wide majority of Europeans feel confident about "farmers" (58%) with respect to information on food risks, only actors in the food supply chain that reach a level of confidence above 50%. Proposal, involve NGOs in promotion campaigns to ensure cha

Promotion in the external market

5. What are the specific needs in terms of information on and promotion of European products and what should the aims be in the external market?	It seems difficult to expect that consumers outside the EU will be interested in potential environmental protection that has been taken when producing the product in the EU. Though, it seems very likely that consumers outside the EU will be interested in buying products which are healthier to them to eat, for instance with lower level of pesticides residues.
6. What measures should be developed to achieve the aims set and thus optimise the European Union's intervention in the external market?	As part of the information and promotion measures, it would be worth considering in collaboration with DG SANCO for the EU to establish a testing programme, allowing an independent body test pesticide residue levels across the EU. This could be an important marketing tool on the external market.

Beneficiaries

7. Who should benefit? Should priority be given to certain beneficiaries?	Special Eurobarometer 354, November 2010 includes a survey on Public confidence in sources of information on food safety. The survey shows that EU citizens are the most confident in "their physician/doctor", "family and friends" and then "consumer organisations" (76%), "scientists" (73%) and "environmental protection groups" (71%). "farmers" (58%), food manufacturers" (35%) and "retailers" (36%). Priorities should be giving to groups that citizens trust, as that is the most cost efficient!
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Synergies with other CAP instruments

8. In order to develop more effective and more ambitious N/A strategies for accessing local, European and global markets, are there any conceivable synergies between the various promotion and information tools available to the EU?

Eligible products

9. Which agricultural and agri-food products should be eligible and what criteria should be used to decide? N/A

Actions and messages

10. To be more incisive, which means of promotion should be used? Should the focus be on promoting key messages, such as '5 portions of fruit and vegetables a day' or 'the taste of Europe', or on product ranges (such as cheese, wine, etc.)? The message should be as specific as possible, to make sure that the message target right. General messages, and any message aiming at green washing must be avoided. Honestly and as targeted as possible should be keywords behind any promotion

Origin

11. Would it be appropriate to provide more space for the indication of origin of the product and what criteria should be used to decide? It would be logical to include criteria on production methods.

Brands

12. Would it be appropriate to use brands as a promotion tool in the external market and what criteria should be used to decide? No

Multi country programmes

13. What is stopping the presentation and implementation of Multi-country programmes? What would need to be done to encourage these programmes with a greater European dimension?

N/A

14. Do any other types of programmes and/or tools need to be developed?

Yes, PAN Europe proposes a promotion policy in the EU should consider establishing an EU residue programme, testing pesticides residues, and use this as a marketing tool at both, regional, national and international market.

Implementation

15. How can the selection and implementation of programmes be simplified and improved?

Special Eurobarometer 354, November 2010 includes a survey on Public confidence in sources of information on food safety, showing that there are big differences between who EU citizens trust. There are so many brands, and so many messages are giving regarding what is good and bad for consumers to eat. A simple way to increase transparency in the market would be to include NGOs fully into marketing campaigns. This procedure is starting in certain member states, as for instance Denmark where certain adds has an environmental logo at the end, the ombudsman has made guidelines on what is green washing and what is not, it would be good for the EU to get inspired by this model.

General comments

16. Participants are invited to raise any questions concerning the information and promotion policy for agricultural products that have not been covered in this document.

Like raised in other answers, it is important to fully recognise NGOs as partners in the food chain, also regarding promotion and information measures. Though, it is also important to keep in mind that co-financing rules for NGOs need to be kept low as they have very low level of funding, with no possibility of establishing a reserve.

From your point of view, what is the importance of the following aspects of promotion of agricultural products?

Support for regional and local markets	1 - most important
Internal market promotion	1 - most important
External market promotion	4 - not important
Synergy between different CAP promotion instruments	5 - no opinion
Eligibility of products	2 - important
Definition of eligible actions and messages	1 - most important
Promotion of origin	3 - somewhat important
Brand promotion	4 - not important
Priority for multi country programmes	5 - no opinion
Procedures for selection and implementation of co-financed programmes	2 - important

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ITALY

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an paper on promotion measures and information provision for agricultural prod

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Questionnaire

Added value of EU intervention

1. To meet the new challenges in local, European and global markets and ensure the greatest possible added value for Europe, what should the aims of the agricultural product information and promotion policy be? In addition to measures already taken by other players (e.g. the private sector), what contribution should this policy make?

EU budget increase for producers and awareness campaign for consumers. In our view, one of the major aims of the European information and promotion measures should be the support to the producers in developing and enforcing market opportunities and the provision of complete and comprehensive information for consumers about the European production model improving the quality perception of agri-food products.

Regional and local markets

2. What information and promotion measures should be put in place to develop stronger local and regional markets?

Social networks, consulting services and Reti d'Impresa. Producers should have the opportunity to get more public financial support and specific consulting services. Agriventure is very active in this field. Moreover, enterprise networks as Italian Reti d'Impresa could offer a valuable model for setting up a simple and flexible legal instrument facilitating SMEs' aggregation.

Promotion in the internal market

3. What are the specific needs in relation to information on and promotion of European products and what should the aims be in the internal market?

Information campaign on quality and balanced diet. Specialized consulting service. The concept of the "taste of Europe" should promote EU quality systems, such as the PDO/PGI/TSG labels and the organic agriculture system. Moreover, due to the increasing obesity problem, EU programmes should focus on balanced diet and correct dietary habits. Furthermore, the producers are often ill-informed about the tools available to promote their product by CAP measures, therefore more and enhanced information campaigns should be improved for consumers and for producers too. In particular, EU promotion measures should support producers also with incentives for specialized consulting services to help them to catch all the market opportunities.

4. What measures should be developed to achieve the aims set and thus optimise the European Union's intervention in the internal market?

Targeted communication tools for each group of consumers. In order to reach the scope of the EU information and promotion measures, we strongly believe that well-planned information campaigns should be implemented. For this reason, it could be envisaged to define specific communication tools for each target group of consumers. It is also important to plan some "one-off intervention campaigns" in the event of crisis, since it would allow, from one hand, to help the European producers and from the other, to give a rapid and clear message of food safety to the European consumers.

Promotion in the external market

5. What are the specific needs in terms of information on and promotion of European products and what should the aims be in the external market?

Supporting the Reti d'Impresa. As outlined, it would be important to develop measures with the aim of stimulating and boosting local enterprises aggregations. Enterprise networks, or Reti di Impresa, should represent a valid option to producers' associations since they could create a common entity getting promotion funds and generating economies of scale and specialization. These promotion funds may take the form of European co-financing. Our banking Group is committed in further developing the Reti d'impresa by elaborating new financial schemes. Our Group is in fact working to facilitate single SMEs' access to credit considering their participation in the network as an asset with good impact on the rating.

6. What measures should be developed to achieve the aims set and thus optimise the European Union's intervention in the external market?

Social networks and specialized media. The European Court of Auditor has emphasized the low level of funds for information and promotion measures for external and internal market. Moreover, the main instruments used, such as leaflets and participation in fairs, have had low level of consumer's involvement, in particular the under-35 years old consumers group. For this reason, we would recommend the use of new media tools, such as online portals and social networks (Facebook, Twitter and LinkedIn) to involve and to inform a large number of consumers. Moreover, it would be useful to exploit also specialized media, such as journals, magazines and websites in food products, health and nutrition.

Beneficiaries

7. Who should benefit? Should priority be given to certain beneficiaries?

Impact analysis in order to better allocate the budget. More impact analysis of possible budget options for several sectors are necessary in order to evaluate the best allocation for the future budget in the agribusiness sectors, taking into account the added value created by each measure and the sustainability of the European rural areas too.

Synergies with other CAP instruments

8. In order to develop more effective and more ambitious strategies for accessing local, European and global markets, are there any conceivable synergies between the various promotion and information tools available to the EU?

Eligible products

9. Which agricultural and agri-food products should be eligible and what criteria should be used to decide?

Impact analysis. The analysis on the impact of the different measures on rural economy and the added value created by each agricultural and agri-food product could help to determine which product should be eligible for the promotion and information measures.

Actions and messages

10. To be more incisive, which means of promotion should be used? Should the focus be on promoting key messages, such as '5 portions of fruit and vegetables a day' or 'the taste of Europe', or on product ranges (such as cheese, wine, etc.)?

Awareness campaign on the "European agriculture". We believe that the promotion measures should promote agricultural products creating a strong link between the food and the territory, such as information awareness campaign of different ranges of products with the same key message of "European agriculture".

Origin

11. Would it be appropriate to provide more space for the indication of origin of the product and what criteria should be used to decide?

Brands

12. Would it be appropriate to use brands as a promotion tool in the external market and what criteria should be used to decide?

Multi country programmes

13. What is stopping the presentation and implementation of Multi-country programmes? What would need to be done to encourage these programmes with a greater European dimension?

14. Do any other types of programmes and/or tools need to be developed?

Implementation

15. How can the selection and implementation of programmes be simplified and improved?

General comments

16. Participants are invited to raise any questions concerning the information and promotion policy for agricultural products that have not been covered in this document.

From your point of view, what is the importance of the following aspects of promotion of agricultural products?

Support for regional and local markets	3 - somewhat important
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Internal market promotion	2 - important
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External market promotion	1 - most important
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Synergy between different CAP promotion instruments	4 - not important
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Eligibility of products	3 - somewhat important
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Definition of eligible actions and messages	2 - important
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Promotion of origin	2 - important
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Brand promotion	5 - no opinion
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Priority for multi country programmes	5 - no opinion
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Procedures for selection and implementation of co-financed programmes	1 - most important
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an paper on promotion measures and information provision for agricultural prod

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My sector of interest is	All

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Questionnaire

Added value of EU intervention

1. To meet the new challenges in local, European and global markets and ensure the greatest possible added value for Europe, what should the aims of the agricultural product information and promotion policy be? In addition to measures already taken by other players (e.g. the private sector), what contribution should this policy make?

The aim of the agricultural product promotion policy should be to inform the general public and the end users (consumers) about the exceptional properties of European agricultural products (their quality, nutritional value, safety and traceability of raw materials, strict standards during production and processing, monitoring, welfare), and to inform about the mutual relationship between agriculture, protection of the environment and production traditions of the given products. The promotion policy should have an informative and educational nature, should participate in improving the eating habits of the population, support a healthy life style and be synergetic towards the precautions realized by private subjects.

Regional and local markets

2. What information and promotion measures should be put in place to develop stronger local and regional markets?

The Czech Republic believes that it would be advantageous to include individual guidelines in the EC Directive on the promotion in the internal markets, which would deal with promotion of regional groceries in the given member state. It is proposed that the information and promotion campaigns were financed primarily in accordance with the basic tripartite financing system.

Promotion in the internal market

3. What are the specific needs in relation to information on and promotion of European products and what should the aims be in the internal market?

Priority should be given to programs supporting a healthy lifestyle for all generations on the internal market. For instance, promotion of consumption of fruits and vegetables, promotion of nutritional values of groceries. It is important to implement programs for the promotion of products of ecologic agriculture and products with controlled designation of origin within the whole EU. The consumer should be informed about the extraordinary quality of European products, and the creation of a "European quality label" would help reach this goal.

4. What measures should be developed to achieve the aims set and thus optimise the European Union's intervention in the internal market?

The EU should create crisis scenarios for the possibility of a crisis in a sector (there have already been crises in the milk sector, bird flu, BSE, E. coli). These scenarios should include crisis PR and other support measures. These measures should be implemented within the whole EU 27 and financed within general flexibility mechanisms already present in the EU budget. The acceptance of administrative measures during a crisis or after it is cumbersome and inefficient, since the programs provided as a reaction to the crisis by individual member states tend to prioritize their national interests and do not sufficiently emphasize the renewal of consumer confidence. This could only be achieved by a targeted EU-wide campaign. Creating guidelines for the administration of multinational progra

Promotion in the external market

5. What are the specific needs in terms of information on and promotion of European products and what should the aims be in the external market? High level missions (visits) should continue on the external market, and the focus should be on promoting the exceptional quality of European products.

6. What measures should be developed to achieve the aims set and thus optimise the European Union's intervention in the external market? Update the Directives valid for the area of promotion on the external market so that the list of products is updated and extended (by bakery products, rational nutrition products and processed meat products). Create guidelines for individual groups of products. Create guidelines for the administration of multinational programs. Identify key and perspective markets based on a market analysis for marketing EU products. The Czech Republic believes that the current designation of target countries is too general - to fulfill this goal it is necessary to take into account the priorities of individual member states and designate priority markets (e.g. SE Asia, China, India) for certain time-limited periods. Continuing - see No. 16

Beneficiaries

7. Who should benefit? Should priority be given to certain beneficiaries? The organizations representing the sector should still be allowed to make proposals; however, sales organizations, federations of manufacturers, regional administration, economic chambers and similar types of federations should also be allowed to present programs.

Synergies with other CAP instruments

<p>8. In order to develop more effective and more ambitious strategies for accessing local, European and global markets, are there any conceivable synergies between the various promotion and information tools available to the EU?</p>	<p>It is necessary to think about the option of creating a strategy for the promotion of European products - e.g. in the form of implementing a unified European Quality Label and creating a manual for its use. Simultaneously it is necessary to ensure the implementation of promotion programs in certain priority regions of the world by the EU.</p>
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Eligible products

<p>9. Which agricultural and agri-food products should be eligible and what criteria should be used to decide?</p>	<p>Include products with a higher level of processing in the list of products to be promoted in the external and internal markets. This includes especially the following products: bakery products, products made of cereals, rational nutrition products, processed meat products. The specifics of individual regions should be taken into account (differences between central European, northern and southern states in their production traditions and consumption of these products).</p>
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Actions and messages

<p>10. To be more incisive, which means of promotion should be used? Should the focus be on promoting key messages, such as '5 portions of fruit and vegetables a day' or 'the taste of Europe', or on product ranges (such as cheese, wine, etc.)?</p>	<p>In the internal market it is advisable to combine programs focusing on key messages and specific groups of products. However, within the whole EU 27 it is necessary to realize programs in all member states in the case of crises, and to promote a healthy lifestyle and diversification of European production. In the external market it is advisable to emphasize the general promotion of European products, their quality and extraordinary properties.</p>
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Origin

11. Would it be appropriate to provide more space for the indication of origin of the product and what criteria should be used to decide?

The Czech Republic agrees that referencing of products especially during promotion on internal markets needs to be supported. Consumers will find it easier to endorse these products, as they already know them by their established label in the given state. The financial participation of certain private bodies (companies) could also be considered.

Brands

12. Would it be appropriate to use brands as a promotion tool in the external market and what criteria should be used to decide?

Referring to a product label when promotion on the external market would allow the engagement of private bodies. However, it is necessary to elaborate exact rules and limitations for their financial participation. The positive aspect of this could be greater financial resources and a greater impact on target groups, since consumers find it easier to endorse concrete products than "no-name products". However, we stress one more time that before providing these options it is necessary to thoroughly consider all of their consequences, both positive and negative.

Multi country programmes

13. What is stopping the presentation and implementation of Multi-country programmes? What would need to be done to encourage these programmes with a greater European dimension?

It is necessary to create guidelines for presenting multinational programs, lay down clear rules (guidelines) for individual groups of products for their promotion on the external market, and to simplify the administrative process of approval and selecting the implementing organization.

14. Do any other types of programmes and/or tools need to be developed?

- It is necessary to consider the creation of guidelines for presenting programs for the promotion of regional grocery labels - Consider the creation of a "European Quality Label" within the whole EU - It would be desirable to elaborate guidelines for groups of products for promotion on the external market

Implementation

15. How can the selection and implementation of programmes be simplified and improved?

- The Czech Republic considers the current evaluation system on the level of individual member states satisfactory - When evaluating and selecting programs on the EC level, it would be advantageous to implement the quantification of evaluation criteria (weights, point scales)

General comments

16. Participants are invited to raise any questions concerning the information and promotion policy for agricultural products that have not been covered in this document.

ad 6) The Czech Republic believes that programs managed directly on the EC level should also be implemented in addition to the programs presented by individual member states for the promotion of agricultural products in third countries. These EC-level programs would focus on the promotion of the quality and safety system for groceries for third countries. These should also be fully (100%) financed from the EC and could follow up on High level missions.

From your point of view, what is the importance of the following aspects of promotion of agricultural products?

Support for regional and local markets	1 - most important
Internal market promotion	2 - important
External market promotion	2 - important
Synergy between different CAP promotion instruments	3 - somewhat important
Eligibility of products	2 - important
Definition of eligible actions and messages	1 - most important
Promotion of origin	2 - important
Brand promotion	2 - important
Priority for multi country programmes	3 - somewhat important

Procedures for selection and implementation of co-financed programmes

1 - most important

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an paper on promotion measures and information provision for agricultural prod

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Questionnaire

Added value of EU intervention

1. To meet the new challenges in local, European and global markets and ensure the greatest possible added value for Europe, what should the aims of the agricultural product information and promotion policy be? In addition to measures already taken by other players (e.g. the private sector), what contribution should this policy make?

Aims: - Promote the quality and singularity (special attributes) of European products within EC and the rest of the world - Inform and Educate consumers for the diversity and value of the European products - Inform and Educate consumers for the European production practices - Inform and Educate consumers for the provenience of the products within EC Contribution: - Create consumers awareness - Motivate quality production within European countries - Increase the demand for European products

Regional and local markets

2. What information and promotion measures should be put in place to develop stronger local and regional markets?

- Allow to communicate the origin of the European products (area/country of production)

Promotion in the internal market

3. What are the specific needs in relation to information on and promotion of European products and what should the aims be in the internal market?

- Allow to communicate the origin of the European products (area/country of production) Aims: - Promote the quality and singularity (special attributes) of European products - Inform and Educate consumers for the diversity and value of the European products - Inform and Educate consumers for the European production practices - Inform and Educate consumers for the provenience of the products within EC

4. What measures should be developed to achieve the aims set and thus optimise the European Union's intervention in the internal market?

- Allow strong investment in mass media communication channels - p.e. television, press, radio, social media, etc. - in order to reach consumers' awareness

Promotion in the external market

5. What are the specific needs in terms of information on and promotion of European products and what should the aims be in the external market?
- Allow to communicate the origin of the European products (area/country of production) Aims: - Promote the quality and singularity (special attributes) of European products - Inform and Educate consumers for the diversity and value of the European products - Inform and Educate consumers for the European production practices - Inform and Educate consumers for the provenience of the products within EC
6. What measures should be developed to achieve the aims set and thus optimise the European Union's intervention in the external market?
- Allow strong investment in mass media communication channels - p.e. television, press, radio, social media, etc. - in order to reach consumers' awareness

Beneficiaries

7. Who should benefit? Should priority be given to certain beneficiaries?
- Certified products and its organisms of certification - Products with Denomination of Origin and its regulation organisms - Products produced in demarked areas and its regulation organisms

Synergies with other CAP instruments

8. In order to develop more effective and more ambitious strategies for accessing local, European and global markets, are there any conceivable synergies between the various promotion and information tools available to the EU?

Eligible products

9. Which agricultural and agri-food products should be eligible and what criteria should be used to decide?

- Certified products and its organisms of certification -
Products with Denomination of Origin and its regulation
organisms - Products produced in demarked areas and its
regulation organisms

Actions and messages

10. To be more incisive, which means of promotion should be used? Should the focus be on promoting key messages, such as '5 portions of fruit and vegetables a day' or 'the taste of Europe', or on product ranges (such as cheese, wine, etc.)?

Both

Origin

11. Would it be appropriate to provide more space for the indication of origin of the product and what criteria should be used to decide?

It should be allowed to communicate the origin of the product whenever it comes from a specified region such a demarked region and for reference of the external markets its geographic localization within the European community (specified country or countries)

Brands

12. Would it be appropriate to use brands as a promotion tool in the external market and what criteria should be used to decide?

Brands should be used as a promotion tool whenever it is the only way to exemplify the product range

Multi country programmes

13. What is stopping the presentation and implementation of Multi-country programmes? What would need to be done to encourage these programmes with a greater European dimension?

14. Do any other types of programmes and/or tools need to be developed?

Implementation

15. How can the selection and implementation of programmes be simplified and improved?

Allow the all program's execution directly by the promoter whenever the promoter proves enough experience and capacity to do so.

General comments

16. Participants are invited to raise any questions concerning the information and promotion policy for agricultural products that have not been covered in this document.

From your point of view, what is the importance of the following aspects of promotion of agricultural products?

Support for regional and local markets	2 - important
Internal market promotion	2 - important
External market promotion	1 - most important
Synergy between different CAP promotion instruments	5 - no opinion
Eligibility of products	1 - most important
Definition of eligible actions and messages	1 - most important
Promotion of origin	1 - most important

Brand promotion	2 - important
Priority for multi country programmes	3 - somewhat important
Procedures for selection and implementation of co-financed programmes	1 - most important

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Green paper on promotion measures and information provision for agricultural products

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Please indicate the name of your employer	24
My sector of interest is	Products carrying geographical indications

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Questionnaire

Added value of EU intervention

1. To meet the new challenges in local, European and global markets and ensure the greatest possible added value for Europe, what should the aims of the agricultural product information and promotion policy be? In addition to measures already taken by other players (e.g. the private sector), what contribution should this policy make?

It is necessary to have a differentiated approach in the internal and the external market. In the internal market the main aim should be "information" to consumers while in the external market the main aim is to increase the export of the EU quality products. The contribution of the EU policy can be very important and effective when it works and operate together with the professional associations because thanks to the EU cofinancing it is possible to run promotional programmes that otherwise the associations would not be able to afford.

Regional and local markets

2. What information and promotion measures should be put in place to develop stronger local and regional markets?

Promotion in the internal market

3. What are the specific needs in relation to information on and promotion of European products and what should the aims be in the internal market?

As for European quality products, information should be focused on: - Raising awareness of quality systems and products with high added value among European consumers; illustrating them with products could prove useful; - Introducing European consumers to new products and exploiting the diversity of products available in Europe; Information to ensure a more balanced diet should also be enhanced but this should have different rules from the one related to the promotion of the quality products.

4. What measures should be developed to achieve the aims set and thus optimise the European Union's intervention in the internal market?

Information and promotion measures in the internal market as defined under Regulation (EC) No 3/2008 are a very important tool for many professional associations. The creation of a European platform for exchanging good practices is actually a good idea. Moreover, one of the main difficulties for the professional associations is not just to develop appropriate measures, but also to find the right partners to be associated with, especially for multi state and multi products programmes. A platform where professional associations can meet and find out where and how they could work together could stimulate the presentation of multi state programmes and make things easier.

Promotion in the external market

5. What are the specific needs in terms of information on and promotion of European products and what should the aims be in the external market?

Increasing the export of agricultural products towards third markets should be a priority of the EU policy and the EU can play a key role working together with Member States and professional associations supporting the opening and development of markets as well as consistent promotional programmes. However one must be aware that not all the products / professional associations are interested - or have the capacity and possibility - to operate in third countries, so the measures should concentrate only on those products / sectors which are able to approach those markets and run efficient programmes.

6. What measures should be developed to achieve the aims set and thus optimise the European Union's intervention in the external market?

Measures such as carrying out studies of consumer habits and organize information days may be helpful; another activity which could be helpful is organizing European pavilion for PDO and PGIs products at international fairs (like Foodex Tokyo or Fancy Food in USA etc), in the same way the Member States normally do. At present professional associations representing PDO or PGIs products normally exhibit at food fairs in their national pavilion but it may be interesting to define few fairs where these associations can exhibit in a European pavilion instead of a national pavilion. Increasing the synergy between producers and programmes is also very important.

Beneficiaries

7. Who should benefit? Should priority be given to certain beneficiaries?

When promoting PDO and PGIs products the professional associations are the only fully representative of the product and the producers.

Synergies with other CAP instruments

8. In order to develop more effective and more ambitious strategies for accessing local, European and global markets, are there any conceivable synergies between the various promotion and information tools available to the EU?

At a strategic level this is absolutely necessary

Eligible products

9. Which agricultural and agri-food products should be eligible and what criteria should be used to decide?

different lines of budget / rules should be created for 3 or 4 different categories, such as: - Geographical Indications (PDO, PGIs); - sectors or regions in difficulty; - information on healthy products or balanced diet (fruit, vegetables, olive oil ...)

Actions and messages

10. To be more incisive, which means of promotion should be used? Should the focus be on promoting key messages, such as '5 portions of fruit and vegetables a day' or 'the taste of Europe', or on product ranges (such as cheese, wine, etc.)?

Whatever key message you create, it is essential to link it to the specific products that are promoted. For instance, thinking about PDO products, "the taste of Europe" and the PDO logo could be the "umbrella" of all cofinanced programmes, but it only works if it is used together with specific PDO products. Same is for "5 portions of fruit and vegetables a day", which should be use in financed programmes together with the specific fruit and vegetables that are promoted.

<p>11. Would it be appropriate to provide more space for the indication of origin of the product and what criteria should be used to decide?</p>	<p>Origin</p> <p>It is indeed appropriate to provide more space for the indication of origin of the product under the condition that this origin is absolutely sure. For instance it is not correct to indicate Italy as the country of origin of an olive oil elaborated in Italy but using olives coming from Tunisia!</p>
<p>12. Would it be appropriate to use brands as a promotion tool in the external market and what criteria should be used to decide?</p>	<p>Brands</p> <p>Commercial brands should never be used. However official brands of PDO, PGI and STG products should be allowed; these are not producers brands but are the brands that identify the designations of origin. EU has to promote products, not companies!</p>
<p>Multi country programmes</p> <p>13. What is stopping the presentation and implementation of Multi-country programmes? What would need to be done to encourage these programmes with a greater European dimension?</p> <p>14. Do any other types of programmes and/or tools need to be developed?</p>	
	<p>We are very much in favour of multi-country programmes; one of the major difficulties for professional associations is to find the right association in a different country or for a different product to work with. A system should be created that makes it easier to know which association of different member states are interested to do the programmes, the available budget, and the market to be targeted. A second point is the lack of coordination among the ministries of different member states. They often give different interpretation of the rules, have different requirements and have different terms for bureaucratic procedures (such approval of material for instance): this makes it really difficult for the association working together.</p> <p>Taking part to food & wine exhibition in third countries under a EU pavilion may be an helpful tool for PDO and PGI products. Each association representing a product should have the possibility to have its own booth inside a European pavilion dedicated to PDO and PGI products.</p> <p>Implementation</p>

15. How can the selection and implementation of programmes be simplified and improved?

The preparation of the programme to be presented by the professional associations requires a lot of time and is really complicated. At least 3 months are necessary to prepare a programme (the selection of the implementing body takes a lot of time), then further 7 months for the final selection by the EU and 2 months more for starting the programme, which makes in total 1 year. And one year later some of the activities that are in the programme are no more valid: costs may have changed, the event or the organiser does not exist anymore etc... The preparation of the programme for the application need to be simplified. Selection could be made at one level only (the Commission), while member States should continue to monitor and control the implementation of programmes.

General comments

16. Participants are invited to raise any questions concerning the information and promotion policy for agricultural products that have not been covered in this document.

17. From your point of view, what is the importance of the following aspects of promotion of agricultural products on the EU level?

Support for regional and local markets	4 - not important
Internal market promotion	2 - important
External market promotion	1 - most important
Synergy between different CAP promotion instruments	3 - somewhat important
Eligibility of products	2 - important
Definition of eligible actions and messages	2 - important
Promotion of origin	2 - important
Brand promotion	1 - most important
Priority for multi country programmes	1 - most important
Procedures for selection and implementation of co-financed	1 - most important



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To

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Copies sent to

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Maria Angeles Benitez Salas, *Director for Sustainability and Quality of
Agriculture and Rural Development*

Michael Erhart, *Head of Unit Agricultural Product Quality Policy*

Jean François Hulot, *Head of Unit Organic Farming*

European Commission, DG AGRI

Green Paper on promotion measures and information provision for agricultural products

17 October 2011

Dear Commissioner,

The IFOAM EU Group welcomes the Commission's attempt to reinforce the strategy for promoting the tastes of Europe, as expressed with the publication of the Green Paper on promotion measures and information provision for agricultural products.

Promotional and information tools can play an important role in connecting consumers with the quality, traditions and added-value of European agricultural and food products. With regard to the reform of the Common Agricultural Policy, the organic sector emphasises that EU agriculture-related policies must aim to guarantee the sustainable production and consumption of safe, nutritious, quality food, while also increasingly focusing on providing employment opportunities and public goods such as a healthy environment and preventing climate change. We welcome the fact that the Green Paper emphasises the need to use promotion funds to promote healthy diets and to encourage local and regional food systems as part of this strategy. The Organic sector can play a key role in the promotion of sustainable production and consumption of food; it also delivers high-quality healthy food and can significantly contribute to the creation of employment in rural areas. But its benefits from promotional campaigns have as of yet been limited and need to be further explored.

The IFOAM EU Group did not participate in the stakeholder consultation as it did not work out specific opinions on all the questions that were included in the official questionnaire, but would like to comment on the following points:

Promotion of Organic Food: Campaigns – on EU and national level - financed under this scheme that targeted organic food supported promotional activities for organic products and were of help for the

development of organic markets. Organic products should be prioritised among product ranges covered by the scheme. It is important to promote organic products and their quality among consumers, and additional campaigns will result in increased recognition of the new organic production logo of the European Union. It should be noted that no promotional activities are foreseen to promote the new organic logo, which is mandatory for organic products from the EU since 1 July 2010, as the former promotion campaign for organic farming used the old organic logo. The IFOAM EU Group considers it of utmost importance to earmark a sufficient budget for the promotion of organic farming, including the EU organic logo, to make it known throughout the EU. Otherwise, the EU risks that consumers will not take any notice of the EU logo, let alone the better established national or private logos.

Furthermore, it is important to make consumers more aware that terms such as "organic", "ecologic" and "biologique" are legally protected; they can only be used for products produced according to the EU rules for organic production laid down in EC Regulation 834/2007, as well as in the Codex Alimentarius Guidelines for organically-produced food.

Multi-product campaigns: The suggested approach towards multi-product campaigns would be a step forward to promote specific quality aspects such as organic products of a certain region. Applicants should have the freedom to plan the promotional campaign and also market individual products of a multi-product campaign separately.

Support for local markets: The IFOAM EU Group welcomes the Commission's intention to support the further development of local markets through consumer information and support for farmers who wish to invest in local marketing through the rural development programmes. Such approaches should focus on small and medium enterprises, and should consider sustainability of the production process, with organic farming as a leading model. Whereas the existing labelling schemes PGI and PDO could play an important role in this strategy, the IFOAM EU Group cautions about establishing any new EU labels that would distinguish local products. The reasons for this are firstly to avoid a further increase in the number of EU food labels that could lead to consumer distortion, and secondly as local marketing must be based on local and regional structures and an EU logo would not necessarily benefit small, local producers.

Access to promotional food schemes: The IFOAM EU Group would like to see broadened access to schemes, allowing different professional organisations in one or more Member States or at European level to apply for and conduct promotional measures. The possibility to conduct multi-country campaigns would be a strengthening of the scheme - promotional programmes involving more than one EU country might allow for more efficient use of funds. For organic farming and other food sectors it is important to allow public, private or public-private partnerships to conduct campaigns and promotion with inclusion of all relevant stakeholders. The involvement of EU umbrella organisations to

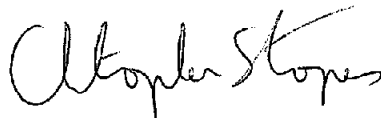
conduct campaigns with their member organisations in Member States in the promotion campaign would be very beneficial in this case.

Ad-hoc campaigns in case of crisis: The reviewed scheme should aim for simplification and reduction of bureaucracy. Additionally, IFOAM EU Group hopes that this approach would also allow faster preparation of campaigns, especially in times of crises. So far this year, the E.Coli crisis has not yet been followed up by any promotional measures under the scheme. If information campaigns were to be started early the losses incurred by many farmers could be minimised.

Exclusion of GMO-food: Promotional measures should be directed to promote the high quality standards of EU agricultural products. It is important to focus on quality products, produced with respect to the environment and high animal welfare. Any products from Genetically-Modified Organisms must therefore be excluded from these schemes.

The IFOAM EU Group would appreciate if you could take this letter into consideration when evaluating the responses to the stakeholder consultations.

Yours sincerely,



Christopher Stopes, President

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Mr Hans-Erwin Barth – Head of Unit D4
European Commission
Rue de la Loi 130 – Rm 9/96
B-1049 Bruxelles
Belgium

Date 24 October 2011

Dear Mr Barth,

GREEN PAPER ON PROMOTION MEASURES AND INFORMATION PROVISION FOR AGRICULTURAL PRODUCTS

The Commission's Green Paper on promotion measures and information provision for agricultural products sought views on how to shape a new and better targeted information strategy. I am sorry to have missed the 30 September deadline for responses to the consultation, but I thought it would be helpful to set out the UK views.

We acknowledge the support that quality UK agricultural products, such as Scotch beef and lamb, Welsh lamb, organics and dairy products have received under the current regime. However, given the difficult pressures on resources, it is more important now than ever that EU spending can be justified. It is essential that co-funded promotion programmes should be well-targeted and do not duplicate the efforts of commercial producers. We have doubts as to whether the current approach is really focusing on the rights markets and issues. There are huge opportunities for food promotion opening up in the China and Far East and we would like to see greater emphasis on promoting exports to growing markets via targeted third country activities, such as the high level missions and EC trade fairs to China and Korea.

We also believe the EU can add value by focusing on Government-level frameworks and helping with matters such as:

- Technical barriers to trade
- Integrity and assurance of third country distribution and supply chains, especially where the export route is via local production

EU promotion measures should also focus on assurance for the consumer of food safety and high standards of hygiene, which are vital to the maintenance not just of European brands, but of wider EU production values.



Please find attached on a separate sheet the answers to the specific questions asked in the Green Paper.

Yours sincerely

Jeremy Cowper

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Answers to the specific questions in the Green Paper

1. What should the aims of the agricultural product information and promotion policy be?
Greater emphasis on promoting increased knowledge/sales of EC produce, outside the EC (ie. Third countries). Emphasis on food safety, quality & variety of produce (esp. PDO/PGI). Need to avoid duplication of commercial sector efforts.
2. What measure to develop local/regional markets should be put in place?
Have doubts that this is appropriate for high level Information & Promotion campaigns, as already covered under other areas of CAP.
3. What are needs/aims of promotion in relation to the Internal Market ?
Promotion should not be focused on internal markets, although we acknowledge there may be a role for crisis interventions when appropriate (eg. Dairy, F&V).
4. What measures should be developed to optimise EU's intervention in the Internal Market?
Do not consider this to be a priority.
5. What are needs/aims of promotion in relation to the External Market ?
EC support for development of markets, particularly through negotiation of trade agreements and promotional events such as trade fairs, PR activities. We think there is a great opportunity to maintain/increase this sort of initiative in emerging markets like Far East, India and South America. Perhaps expand to all EC produce rather than emphasis on just PDO/PGI. Co-funding of preliminary market studies.
6. What measures should be developed to optimise EU's intervention in the External Market?
Answer as for question 5 above.
7. Who should benefit ?
Inclined to the view that present system (professional bodies, inter-trade organizations) is appropriate.
8. Are there any synergies between the various promotion and information tools available to the EU ?
Agree that this needs to be looked at, particularly with a view to avoiding duplication of effort.
9. Which products should be eligible for promotion?
The current list is reasonable, though could be expanded, eg. sheep-meat could be added to eligible third country products. Important that lists should be reviewed regularly.
10. What should be the key messages or product ranges?
See some benefits in promoting healthy eating/quality messages.

11. Should there be more space for indication of origin ?

Believe it is a little inconsistent to allow references to origin to be mentioned only under auspices of PDP/PGI, but could see an argument for expanding references to regions, but assume reference to Member States would only be allowed in third country campaigns.

12. Should brands be allowed in Third Country campaigns?

As long as this is secondary to the EC product dimension, otherwise if branding were to be a prominent feature then difficult to justify why campaigns should receive EC taxpayer subsidy.

13. How can multi-state programmes be encouraged?

Do not have a particular view, other than that practical difficulties mean that they can be difficult to arrange and are often impractical due to lack of shared targets or objectives.

14. Do any other types of programmes/tools need to be developed ?

No.

15. How can selection & implementation of programmes be simplified and improved?

Would welcome simplification of the selection process, but have reservations about changes to allow selection at Member State level because of budgetary implications.

16. Any Other Questions:

We would not support any increase in the current €56m promotions budget, and, as indicated, would argue that this needs to be spent more effectively, with greater emphasis on infiltration of third country markets.