

EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B, Direct support, management of market measures, promotion
B.5. Promotion

Brussels, 20/03/2015
DDG1.B.5/ /.. D(2014)...

MISSION REPORT
MONITORING COMMITTEE DENMARK 2015

Member State: Denmark

Mission period: 19/03/2015

Place of meeting: Danish AgriFish Agency, Copenhagen

Participants to the Monitoring Committee:  


Participants for the Commission: 

Visa of the Head of Unit: 

Mission programme

Monitoring Committee 1 - 2012–TC–DK(DAFC)-PORK

Dato: 19. marts 2015 kl. 9.30 – 10.30 hos NaturErhvervstyrelsen.

Monitoring Committee 2 - 2012-IM-517-EMF

Dato: 19. marts 2015 kl. 10.30 – 11.30 hos NaturErhvervstyrelsen.

Monitoring Committee 3 - 2013-IM-527-GAU

Dato: 19. marts 2015 kl. 11.30 – 12.30 hos NaturErhvervstyrelsen.

Workshop on the reform of the promotion scheme

Dato/Date: 19. marts 2015 kl. 14.00 – 16.00

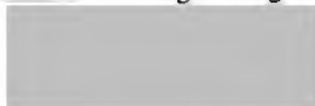
(Full agenda: cf. Annex 1)

Mission participants

Landbrug og Fødevarer/Danish Agriculture and Food Council (Monitoring Committee 1 & Workshop)



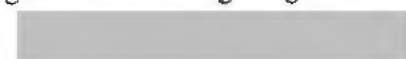
Gartneriets Afsætningsudvalg/GAU (Monitoring Committee 3 & Workshop)



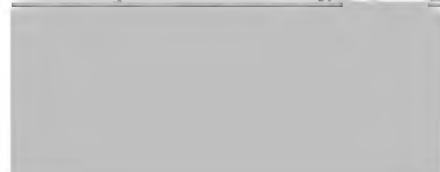
Mejeriforeningen/Danish Dairy Board (Monitoring Committee 2 & Workshop)



Økologisk Landsforening/"Organic Denmark" (Workshop)



NaturErhvervstyrelsen/Danish AgriFish Agency (All Monitoring Committee & Workshop)



Programme follow up sheets

Annex 2: Follow up sheet Monitoring Committee 1 - 2012–TC–454-DAFC

Annex 3: Follow up sheet Monitoring Committee 2 - 2012-IM-517-EMF

Annex 4: Follow up sheet Monitoring Committee 3 - 2013-IM-527-GAU

Remarks

1. MONITORING COMMITTEE 1: 2012–TC–2012–TC–454-DAFC

The Danish Agricultural and Food Council (DAFC) reported no significant problems in the implementation of the programme.

The need for this type of promotion programme (pork in China) has been emphasized. The potential of this market becomes clear when looking at the results.

The EU's market share is now 65%, surpassing the US. For this section of the market (pork cuts), the EU receives higher prices than its competitors. It is also the section of the market where generally most added value can be attained. Therefore the next campaign (submitted for the second wave of 2015), targets exclusively this segment.

The PO recognizes this success is not only due to the programme. It is hard to disentangle the programme's effect from general market trends.

Many retailers recognize the unique quality of the EU's pork meat (e.g. ractopamine free). Even the US retail chain Walmart has turned to EU pork meat for reasons of perceived food safety.

The PO emphasized the importance of the EU as a brand. The success of the campaign is not due to the Danish origin, Denmark is not as much recognized as the EU, it is due to the EU origin of the products. Therefore they requested to be able to use the "Enjoy it's from Europe logo" on material after the end of a campaign or even on campaign material not funded by the EU. They claim it would be a pity to build brand recognition for 3 years and then remove the brand's logo.

Due to the increased attention for corruption in China, it has been difficult to invite government officials to the workshops on EU pork meat. This part of the programme aims to inform custom officials and officials in charge of import licences of the specificities of EU pork meat.





2. MONITORING COMMITTEE 2– 2012-IM-517-EMF

Although the official monitoring committee takes place in France (the coordinator), an unofficial monitoring meeting was organised to inform about the state-of-play in Denmark.



3. MONITORING COMMITTEE 3– 2013-IM-527-GAU

The implementation "Season" campaign develops as predicted.



4. WORKSHOP ON THE FUTURE PROMOTION POLICY

The state of play of the on-going reform of the agricultural promotion policy was presented to the participants. The stakeholders present showed great interest and a positive attitude towards most of the elements presented.

- There was a concern raised regarding the annual work programme. Although the new regulation opens the promotion policy to new stakeholders, the DAFC worries that the annual work programme would be too restrictive and "close" to policy again. COM replied that this will certainly not be the case for TC programmes. For IM programmes there might be more competition for the budget for generic programmes (i.e. programmes not focused on quality schemes).

A reply to the following questions will be provided by COM in the following weeks:

- What is meant by brand? Some companies have several brands and could indirectly take a large part of the space provided for brands under the new Regulation.
- On which level is the Danish national logo for organics allowed to appear?
- What is meant by a crisis? Who will define this? And how a lengthy procedure will be avoided?
- Is a national crisis also considered a crisis? The interlinkages of markets would create European impacts.
- What is meant by the "other financial instruments" besides "parafiscal contributions"?
- Can there be several implementing bodies (provisional answer: yes, to be checked).
- Will the Commission/Agency be available for questions regarding the implementation?
- Are Proposing Organisations from the Faroër Islands eligible (=TC). A provisional negative answer was provided. To be checked.
- On what conditions is VAT eligible (TC)?
- There is no maximum % anymore on the implementation of the programme by the proposing organisation. How can one know whether it will be accepted?
- There is the request to be able to use the "Enjoy it's from Europe" signature on material after the end of a campaign or even on campaign material not funded by the EU.

Conclusions

There were no critical points raised during the monitoring committees, not by the Danish AgriFish Agency, nor by the Proposing Organisations.

All participants of the workshop on the future promotion policy showed strong interests. Several among them voiced explicit intends to propose new programmes. To the extent possible COM will come back to the questions regarding the future Regulation(s).

ANNEX 1: AGENDA

Monitoring meeting 1

for 2. overvågningsgruppemøde på programmet "Promotion of EU-pork and pork by-products in the modern retail and food service sektor in China and Hong Kong" EGFL 05 02 10 01 – 38 01 454, der afholdes i henhold til art. 24 i Kommissionens forordning (EF) nr. 501/2008 om oplysningskampagner og salgsfremstød for landbrugsprodukter på det indre marked og i tredjelande.

Deltagere/Participants: NaturErhvervstyrelsen/Danish AgriFish Agency, og Landbrug & Fødevarer/Danish Agriculture and Food Council samt EU-Kommissionen

Dato: 19. marts 2015 kl. 9.30 – 10.30 hos NaturErhvervstyrelsen.

1. Indledning
Opening statement
2. Præsentation af resultaterne fra År 2, herunder beskrivelse af kommende evaluering af År 2
Presentation of results from Year 2, including description of the coming evaluation of Year 2
3. Gennemgang af resultaterne af den administrative og fysiske kontrol, herunder implementeringsomfanget ift. budgettet for År 2.
Results of the administrative and physical checks carried out including the implementation rate according to the budget for Year 2
4. Drøftelser af planerne for År 3
Discussion of plans for Year 3
5. Eventuelt – AOB

Monitoring meeting 2

for 2. overvågningsgruppemøde på programmet "Milk – A force of nature" EGFL 05 02 10 01 – 38 00 517, der afholdes i henhold til art. 24 i Kommissionens forordning (EF) nr. 501/2008 om oplysningskampagner og salgsfremstød for landbrugsprodukter på det indre marked og i tredjelande.

Deltagere/Participants: NaturErhvervstyrelsen/Danish AgriFish Agency, Mejeriforeningen/ Danish Dairy Board samt EU-Kommissionen

Dato: 19. marts 2015 kl. 10.30 – 11.30 hos NaturErhvervstyrelsen.

1. Indledning
Opening statement
2. Præsentation af resultaterne fra År 2, herunder beskrivelse af kommende evaluering af År 2
Presentation of results from Year 2, including description of the coming evaluation of Year 2

3. Gennemgang af resultaterne af den administrative og fysiske kontrol, herunder implementeringsomfanget ift. budgettet for År 2.
Results of the administrative and physical checks carried out including the implementation rate according to the budget for Year 2
4. Drøftelser af planerne for År 3
Discussion of plans for Year 3
5. Eventuelt – AOB

Monitoring meeting 3

for 1. overvågningsgruppemøde på programmet "Season – everyday food with fruit, vegetables and joy" EGFL 05 02 10 01 – 38 00 527, der afholdes i henhold til art. 24 i Kommissionens forordning (EF) nr. 501/2008 om oplysningskampagner og salgsfremstød for landbrugsprodukter på det indre marked og i tredjelande.

Deltagere/Participants: NaturErhvervstyrelsen/Danish AgriFish Agency, Gartneribrugets Afsætningsudvalg/GAU samt EU-Kommissionen

Dato: 19. marts 2015 kl. 11.30 – 12.30 hos NaturErhvervstyrelsen.

1. Indledning
Opening statement
2. Præsentation af resultaterne fra År 1, herunder beskrivelse af kommende evaluering af År 1
Presentation of results from Year 1, including description of the coming evaluation of Year 1
3. Gennemgang af resultaterne af den administrative og fysiske kontrol, herunder implementeringsomfanget ift. budgettet for År 1.
Results of the administrative and physical checks carried out including the implementation rate according to the budget for Year 1
4. Drøftelser af planerne for År 2
Discussion of plans for Year 2
5. Eventuelt – AOB

Workshop on the reform of the promotion scheme

Dato/Date: 19. marts 2015 kl. 14.00 – 16.00

