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Dear Honourable Member,

Thank you for your letter of 9 December 2020, addressed to Commissioner Kyriakides and me, concerning the co-funding of the promotion campaign “Proud of EU Beef”.

The Commission Communication on the Farm to Fork Strategy (COM(2020)381) adopted in May 2020 announced a review of the EU agricultural products promotion policy, with a view to enhancing its contribution to sustainable production and consumption, and in line with the evolving diets. In relation to meat, that review should focus on how the EU can use promotion policy to support the most sustainable, carbon-efficient methods of livestock production.

The campaign in question was selected prior to the adoption of the Farm to Fork Strategy, through a competitive call for proposals organised in 2019 under the framework of Regulation (EU) No 1144/2014. The campaign is fully in line with the general objective of the EU agricultural products promotion policy defined in the 2014 regulation, which is to enhance the competitiveness of the Union agricultural sector. Indeed, in 2014, only tobacco products were explicitly excluded by the regulation. Campaigns from the meat sector were therefore eligible to apply. I would nevertheless

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like to underline that the campaign in question highlights how meat consumers should choose a product of the highest quality, respectful of the environment and animal welfare produced in the EU.

The review of the EU agricultural products promotion policy will take place in 2021. It will follow the better regulation guidelines including a comprehensive impact assessment of policy options, with a view to enhancing the policy's contribution to sustainable production and consumption. The review will build on the findings of the policy's evaluation completed in 2020. An external evaluation support study on the implementation of the EU agricultural products promotion policy since 2016 and the results of an open public consultation carried out between May and September 2020 were published by the Commission in November 2020.

The annual work programmes 2019 and 2020 defined the promotion of consumption of fresh fruit and vegetables in the context of healthy diets as priorities. In 2020, €16 million were allocated to co-funding campaigns on this topic following the outcome of the evaluation of the proposals received. Before the Commission reviews the policy, the annual work programme for 2021 was adopted on 16 December 2020. A half of the annual budget is dedicated to supporting objectives of the Farm to Fork and Biodiversity Strategies; this includes €49 million to promote organic products, €19.1 million to promote the consumption of fruit and vegetables in the context of healthy diets and €18 million to promote sustainable production and consumption. The annual work programme also introduced a new award sub-criterion to value promotion of products that will contribute to sustainable consumption and production, as defined in the Farm to Fork Strategy.

Yours faithfully,



Janusz Wojciechowski

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