



To the Agricultural Permanent
Representatives to the
European Union

Brussels, 28th September 2022

Re: Agri-food sector's request for Member States support regarding the 2023 Annual Work Programme of EU Promotion Policy for agricultural food products

Dear Permanent Representative,

In view of the **next meeting of the promotion section of the Committee of Common Organisation of Agricultural Markets (COM Committee) which will take place on 30th September 2022**, the undersigned **14 European agri-food sector organisations would like to request you to once more express to the Commission your concerns regarding the 2023 Annual Work Programme (AWP) of the EU Promotion Policy for agricultural products**. We also would like to **express our gratitude** for already sharing those concerns with the Commission during the 15th June meeting.

As expressed in our letter sent to you on 5th June 2022, **we fear that for the 2023 AWP, the Commission could keep or even extend the discrimination** of products such as red and processed meat or wine that was included in the 2022 AWP through new award criteria. This would be highly detrimental considering that the livestock sector represents 45% of the total agricultural activity in the EU and generates direct jobs for 4 million people and indirectly supports the work of 30 million people, while wine production represents more than 3 million jobs¹, both mostly in rural areas². In addition, we believe that the **draft budget proposed by the Commission for the 2023 AWP dedicates too much funding for the organic**

¹ https://www.ceev.eu/wp-content/uploads/2019/11/Brochure_CEEV_-_High_resolution.pdf

²

http://animaltaskforce.eu/Portals/0/ATF/Downloads/Facts%20and%20figures%20sustainable%20and%20competitive%20livestock%20sector%20in%20EU_FINAL.pdf

section in regards of both the need to support other sustainable agricultural practices and the clear inadequacy with market realities underlined by the insufficient number of applications received for this section for the 2022 AW. Only 42% of the 2022 dedicated budget for organic for multi programmes was used, while there was demand for more than 360% of the dedicated budget for both Quality Schemes and EU general characteristics (generic promotion) for multi and 426% for Quality Schemes for simple programmes.

In light of the above and considering the fact that for the 2022 AWP the Commission decided to change the draft programme extremely late in the process, we **believe it is essential for Member States, with a common and united voice, to clearly inform once more the Commission at the COM Committee on 30th September 2022, that they would oppose any AWP that:**

- discriminates against specific products or sectors, such as red and processed meat or wine.
- has a disproportionate distribution of the budget between organic and other sustainable farming practices.
- has an overall budget below 200 million euros (2020 budget).

At the first meeting of COM Committee on 15th June 2022, many Member States had already expressed those concerns to the Commission. However, it has come to our attention that this message need to be shared once more time with the Commission to avoid any ambiguity. We thus would be extremely grateful if you could support our sector regarding this policy and make one more time your position clear to the Commission at the next COM Committee meeting on 30th September 2022. The EU Promotion Policy has been a real success when it comes to supporting the competitiveness of EU agricultural products and we hope that it continues to do so for all sectors.

Should you have any questions, we would be delighted to engage in further exchanges with you on this issue.

We thank you for your time and consideration!

Yours faithfully,

On behalf of the following organisations:

AREFLH - The Assembly of European Fruit, Vegetable and Horticultural Regions

AVEC - Association of Poultry Processors and Poultry Trade in the EU countries

CEEV – Comité Européen des Entreprises Vins

CELCAA - European Liaison Committee for Agricultural and Agri-Food Trade

CLITRAVI - Liaison Centre for the Meat Processing Industry in the European Union

Copa-Cogeca - The united voice of farmers and their cooperatives in the European Union

EDA - European Dairy Association

EFFAB - European Forum of Farm Animal Breeders

EFOW – European Federation of Origin Wines

EUROPATAT - European Potato Trade Association

FOODDRINK EUROPE - Organisation of Europe's food and drink industry

OriGin EU - The Organization for an International Geographical Indications Network

spiritsEUROPE - European representative body for producers of spirit drinks

UECBV - European Livestock and Meat Trade Unions