

ANNEX I

Work Programme for 2026

in the framework of

Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries

1. INTRODUCTION

In its Communication ‘A Vision for Agriculture and Food’¹, the Commission committed itself to “intensify” promotion policy and stated that “EU promotion policy will remain a strategic policy tool to be used to enhance consumer awareness about EU agricultural and fishery and aquaculture products and quality schemes, including the EU organic farming label”. In the State of the Union address of 10 September 2025, the President of the Commission announced that the Commission will boost the promotion budget and launch a new “Buy European Food” campaign. The allocation to the work programme for 2026 is hence EUR 205 000 000, representing a significant increase compared to the allocation to the work programme in 2025, which was EUR 132 000 000.

On the basis of the objectives set out in Regulation (EU) No 1144/2014 and the President’s announcement, this work programme contains the actions to be financed with the following breakdown for the year 2026:

- (a) for grants implemented under direct management and shared management referred to in point 6: EUR 160 000 000;
- (b) for procurement implemented under direct management referred to in point 7: EUR 45 000 000;
- (c) for other actions or expenditure implemented under direct management referred to in point 8: funds from the previous year may be mobilized for the implementation of this action, in line with the applicable provisions of Regulation (EU, Euratom) 2024/2509.

2. LEGAL BASIS

- Regulation (EU) No 1144/2014;
- Regulation (EU, Euratom) 2024/2509.

3. POLICY DOCUMENTS AND ACT RELEVANT FOR THE WORK PROGRAMME

- Commission Communication ‘A Vision for Agriculture and Food’;

¹ Communication from the Commission to the European Parliament, the European Council, the Council, the European Economic and Social Committee and the Committee of the Regions ‘A Vision for Agriculture and Food’, COM(2025) 75 final.

- Commission Communication ‘The European Green Deal’²;
- Regulation (EU) 2021/2115 of the European Parliament and of the Council³;
- Commission Communication ‘Europe's Beating Cancer Plan’⁴ ;
- Food Based Dietary Guidelines in Europe (FBDG)⁵;
- Food and Agriculture Organization of the United Nations (FAO)’s definition of sustainable agriculture⁶;
- WHO Intervention ‘Increasing fruit and vegetable consumption to reduce the risk of noncommunicable disease’⁷ .

4. OPERATIONAL PRIORITIES OF THE WORK PROGRAMME

According to (EU) No 1144/2014, information provision and promotion measures are to aim to highlight the high quality of Union agricultural and food products and beverages in terms of taste, diversity and traditions, safety for consumers and benefits of agricultural production methods for environment and climate, among others.

By raising awareness and fostering the recognition of these qualities and improving market access, these qualities contribute to the Union’s competitiveness, trade and sustainability agendas. They are also coherent with priorities of the common agricultural policy (CAP), such as organic farming and geographical indications.

The Communication ‘A Vision for Agriculture and Food’ also reiterates the strategic role of the Union’s promotion policy towards enhancing consumer awareness about Union’s agricultural, fishery and aquaculture products and quality schemes, including the EU organic farming label.

According to Article 3 of Regulation (EU) No 1144/2014, information provision and promotion measures on the internal market and in third countries ‘*shall aim to highlight specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability*’ which includes climate benefits such as greenhouse gas emissions reduction and/or the increase in carbon removals, ‘*and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions*’ and ‘*raise awareness of the authenticity of European protected*

² Communication from the Commission to the European Parliament, the European Council, the Council, the European Economic and Social Committee and the Committee of the Regions ‘The European Green Deal’, COM/2019/640 final.

³ Regulation (EU) 2021/2115 of the European Parliament and of the Council of 2 December 2021 establishing rules on support for strategic plans to be drawn up by Member States under the common agricultural policy (CAP Strategic Plans) and financed by the European Agricultural Guarantee Fund (EAGF) and by the European Agricultural Fund for Rural Development (EAFRD) and repealing Regulations (EU) No 1305/2013 and (EU) No 1307/2013 (OJ L 435, 6.12.2021, p. 1, ELI: <http://data.europa.eu/eli/reg/2021/2115/oj>).

⁴ Communication from the Commission to the European Parliament and the Council ‘Europe's Beating Cancer Plan’, COM/2021/44 final.

⁵ https://knowledge4policy.ec.europa.eu/health-promotion-knowledge-gateway/topic/food-based-dietary-guidelines-europe_en.

⁶ UN, Food and Agriculture Organization of the United Nations (FAO), [FAO SAFA Guidelines Final 122013.pdf](http://www.fao.org/3/ai388e/AI388E05.htm), definitions <http://www.fao.org/3/ai388e/AI388E05.htm>.

⁷ UN, World Health Organization (WHO), [Increasing fruit and vegetable consumption to reduce the risk of noncommunicable diseases](#) (of 9 August 2023).

designations of origin, protected geographical indication and traditional specialties guaranteed'.

According to Article 3 of Regulation (EU) No 1144/2014, operational priorities include the promotion of:

(a) Quality schemes

Pursuant to Article 5(4), points (a) to (d), of Regulation (EU) No 1144/2014, the following schemes may be promoted:

- the EU quality schemes under Regulation (EU) 2024/1143 of the European Parliament and of the Council⁸: protected designation of origin (PDO), protected geographical indication (PGI), traditional specialty guaranteed (TSG) and optional quality terms;
- the organic production quality scheme as defined in Regulation (EU) 2018/848 of the European Parliament and of the Council⁹;
- the logo for quality agricultural products specific to the outermost regions of the Union under Regulation (EU) No 228/2013 of the European Parliament and of the Council¹⁰;
- national quality schemes as referred to in Article 77 (1), point (c), of Regulation (EU) 2021/2115.

These schemes are backed by robust verification and control systems of the specific qualities and characteristics of the products, attributable both to their origin and to their production method.

(b) Sustainable production methods of Union products

The production method(s) of the product(s) promoted shall cover at least two of the areas of actions listed in Article 31(4) of Regulation (EU) 2021/2115 while respecting the conditions laid down in paragraph 5 of that Article.

This category is backed by the Union framework on environmental delivery beyond the required standards. It thereby primarily relates to the European Green Deal by highlighting the beneficial role of Union agriculture for climate, the environment and animal welfare.

(c) Consumption of Union fresh fruit and vegetables in the context of balanced diets and healthy dietary practices

As the consumption of fresh fruit and vegetables in the Union stands below the amount recommended by the World Health Organisation of at least 400g per day for adults, the benefits of consuming fruit and vegetables for a balanced and healthy diet are to be highlighted.

⁸ Regulation (EU) 2024/1143 of the European Parliament and of the Council of 11 April 2024 on geographical indications for wine, spirit drinks and agricultural products, as well as traditional specialties guaranteed and optional quality terms for agricultural products, amending Regulations (EU) No 1308/2013, (EU) 2019/787 and (EU) 2019/1753 and repealing Regulation (EU) No 1151/2012 (OJ L, 2024/1143, 23.4.2024, ELI: <http://data.europa.eu/eli/reg/2024/1143/oj>).

⁹ Regulation (EU) 2018/848 of the European Parliament and of the Council of 30 May 2018 on organic production and labelling of organic products and repealing Council Regulation (EC) No 834/2007 (OJ L 150, 14.6.2018, p. 1, ELI: <http://data.europa.eu/eli/reg/2018/848/oj>).

¹⁰ Regulation (EU) No 228/2013 of the European Parliament and of the Council of 13 March 2013 laying down specific measures for agriculture in the outermost regions of the Union and repealing Council Regulation (EC) No 247/2006 (OJ L 78, 20.3.2013, p. 23, ELI: <http://data.europa.eu/eli/reg/2013/228/oj>).

This category primarily relates to the objectives of the Communication ‘Europe’s Beating Cancer Plan’.

5. IMPLEMENTATION OF OPERATIONAL PRIORITIES – OPPORTUNITIES IN THIRD COUNTRIES

According to Regulation (EU) No 1144/2014, information provision and promotion measures are to be implemented both inside and outside the Union. In third countries they are to focus on markets with the highest growth potential.

To provide orientation for promotion activities targeting third country markets, the Commission's services conducted a macro-economic analysis on prospects for Union exports across key regions, based on projections from the OECD-FAO Outlook 2024-2033 and other trade data. The Commission's services also took into account concluded or on-going negotiations of free trade agreements (FTAs) and barriers applied by trade partners to Union export activities, including Sanitary and Phytosanitary (SPS) measures.

According to this analysis, promotion activities should be scaled up in areas where FTAs have been concluded, have just entered into force or are in the final steps of negotiation. In an increasingly volatile trade environment, improved market access in partner countries through an implemented FTA is an opportunity for the agri-food sector to increase market shares. Specifically, agri-food sectors should consider the new trade agreements, which have recently entered into force or have recently been concluded. Furthermore, trade negotiations with several countries are on-going.

Key insights into the most promising third countries’ geographical markets for agri-food promotion measures are outlined as follows:

UNION NEIGHBOURHOOD COUNTRIES

- (a) The **United Kingdom** is by far the most important market for EU-27 agri-food exports (23 % of total Union agri-food exports in the period from January to November 2024). The United Kingdom import rules have only marginally deviated from the Union’s rules since Brexit, not significantly affecting exports of Union products. Furthermore, the Union and the United Kingdom leaders agreed on 19 May 2025 as part of a new Strategic Partnership to further facilitate flows of agri-food products by working towards a Common Sanitary and Phytosanitary Area by way of a European Union-United Kingdom Sanitary and Phytosanitary Agreement (SPS agreement). The Union basket of agri-food products exported to the United Kingdom is diverse. As Union producers increasingly compete on the United Kingdom market with other major exporters, they should consider reinforcing their presence on this market.
- (b) Another important group of countries for Union agri-food trade remains in its close neighbourhood. This includes countries like **Switzerland, Norway, Türkiye** and others with whom the Union has preferential trade agreements. With 5 % of Union exports, Switzerland is the fourth most important trade destination for Union agricultural products. Switzerland rarely imposes restrictions on Union products.

AMERICAS

- (a) After the United Kingdom, **North America** absorbs the largest share of agricultural exports from the Union and remains an attractive market. The following factors should be considered when targeting promotion activities to North America:
 - (i) The **United States** remains a large, attractive market with substantial consumer interest in Union products. Dialogue on expanding market access will continue following the Union-United States Joint Statement of 21 August 2025, while possible protectionist measures could still be imposed, implying potential

additional tariffs. In terms of non-tariff barriers (NTB) for Union agri-food products, numerous SPS restrictions are applied by the United States, including restrictions on Union dairy products, pork meat, restrictions based on the use of wood packaging material, restrictions applied to Union exports of apples and pears based on phytosanitary requirements, on sheep and goat meat (linked to Transmissible Spongiform Encephalopathies) and restrictions on Union exports of beef meat.

- (ii) Trade relations with **Canada and Mexico** merit to be further strengthened, based on positive developments for Union exports. These are due to the Union-Canada Comprehensive Economic and Trade Agreement (CETA) and the Union-Mexico Modernised Global Agreement (MGA), which was concluded on 17 January 2025 is yet to be adopted. The agreement with Mexico will also protect 336 Union geographical indications in Mexico. SPS barriers affecting trade with Mexico include the recognition of regionalisation for Union exports (for both, High Pathogenic Avian Influenza (HPAI)(poultry) and African Swine Fever (ASF) (pork) as well as the acceptance of prelisting for Union exporting establishments and the concept of single entity.
- (b) The Union-**Mercosur** Partnership Agreement (EMPA) was transmitted to the European Parliament and to the Council on 3 September 2025. With possible provisional application in the second half of 2026, promotion activities can help providing alternative outlets for all sectors, including those affected by current trade tensions, notably wines and spirits and dairy products. However, **Brazil** imposes numerous SPS restrictions, including those relating to health certification and approval of new products of animal and plant origin. Brazil also does not provide trade facilitating tools for Union exports (e.g. acceptance of pre-listing of exporting establishments, regionalisation).
- (c) Considering that the interim Trade Agreement with **Chile** entered into force in February 2025, trading with Chile can also provide an opportunity for diversifying export destinations.

ASIA

- (a) **China** is with 6 % of all Union agri-exports the third top destination for Union agri-food exports. The following factors should be considered when targeting promotion activities to China:
 - (i) The EU-China bilateral agreement on geographical indications (GI) entered into force in 2021. It protects 100 Union GIs in China and 100 Chinese GIs in the Union and will expand to cover an additional 175 GI names from both sides.
 - (ii) In 2024, investigations were launched on imports of Union brandy, pork, dairy as well as beef meat from all origins. As of October 2025, China has already imposed anti-dumping duties on Union brandy and pork.
 - (iii) SPS and other barriers to trade persist, the most important of which is the lack of recognition of regionalisation for ASF and HPAI affecting the exports of Union pig and pig meat products and poultry meat and meat products. Union beef also faces SPS barriers to export to China (mainly related to Blue Tongue).
- (b) **India and Southeast Asia** are expected to gain influence on agricultural markets due to growing urban populations and increasing incomes. FTA negotiations are on-going with India, Malaysia, the Philippines and Thailand. The following factors should be considered when targeting promotion activities to India and Southeast Asia:
 - (i) The FTA and GI negotiations with **India** resumed in June 2022. The FTA should be concluded by the end of 2025 following the agreement taken at the

highest political level. Current barriers include SPS restrictions to Union exports of pork and poultry, such as: the lack of regionalisation, delays in processing applications, deviations from food standards for number of animal products and numerous phytosanitary restrictions applied to Union exports of fruit and vegetables. Meanwhile, the Union-India Trade and Technology Council working group on market access including the SPS mini-package helps to expedite the approval of Union market access applications. Over the last three years 19 plant products have been approved from several Member States (e.g. oranges, dried plums, apples, blueberries, persimmons, etc).

- (ii) FTA negotiations with **Indonesia** were concluded on 23 September 2025, following the agreement taken at the highest political level at the end of June 2025. With the size of its economy and population, Indonesia represents a very important opportunity for EU exports, services and investments. The negotiated SPS chapter of the FTA with Indonesia contains all the critical elements that would facilitate Union exports. However, due to current procedures applied by the Indonesian administration, continuous efforts and dialogues will be needed to unblock export restrictions for agri-food products.
 - (iii) In March 2023, the Union and **Thailand** agreed to relaunch negotiations for an ambitious and balanced FTA, which is expected to bring tangible benefits for Union exports. Some progress in terms of lifting SPS restrictions to EU products has been achieved, however the Union still faces an important number of trade barriers with Thailand. These include a lack of recognition of regionalisation for ASF (pork) and HPAI (poultry), a lack of acceptance of pre-listing, restrictions on beef and pork products, complex administrative procedures that delay export authorisations and a restrictive phytosanitary policy when it comes to Union exports of fruits and plant products.
 - (iv) On 1 August 2020, the Union-**Vietnam** FTA entered into force. However, many SPS and other barriers persist which are limiting the export openings provided by the FTA. The concept of single entity is not recognised by Vietnam, and the pre-listing for the Union exporting establishments is not functioning since May 2024. The Union requests for regionalisation for both HPAI (poultry) and ASF (pork) is done on bilateral basis but Vietnam does not recognise the Union zoning system. In addition, Union exporters experience important delays and complex administrative procedures when requesting export authorisations by the Vietnamese authorities. Phytosanitary restrictions are also applied to Union exports of fruits.
 - (v) The FTA negotiations with the **Philippines** have so far been progressing well. The Philippines tends to respect provisions contained at international standard setting organisations when it comes to SPS and Technical Barriers to Trade (TBT) standards, making EU exports to the Philippines easier than to the rest of the region. However, the Commission has submitted an application for an Union wide regionalisation recognition for HPAI and ASF in 2023. There is still no resolution and the willingness to recognise the Union zoning system via the FTA is low.
- (c) Since 1 February 2019, the Economic Partnership Agreement with **Japan** is in force and has further stimulated Union exports. Japan is the Union's fifth largest export market for agrifood. The following factors should be considered when targeting promotion activities to Japan:
- (i) 291 Union GIs have been protected under the Economic Partnership Agreement with Japan and more will be added in 2025/2026.
 - (ii) Japan is a promising market for Union organic products and an international organic equivalence agreement is being negotiated as a successor to the

existing administrative arrangement based on Commission Implementing Regulation (EU) 2021/2325¹¹.

(iii) While there has been progress on SPS barriers, a number of trade irritants still affect Union exports: the lack of recognition of regionalisation for both ASF (pork) and HPAI (poultry), restrictions on Union beef meat from certain Union Member States due to Bovine Spongiform Encephalopathy (BSE), restrictions applied to Union exports of fruit and vegetables based on phytosanitary reasons, as well as delays in approval of market access applications, complex administrative procedures and a lack of recognition of the Union as a single entity relating to SPS purposes.

(d) **The Republic of Korea ('Korea')** still imposes SPS restrictions on beef from eight Union Member States for which import applications in Korea have been pending for years. On the other hand, Korea is recognizing regionalisation for ASF and HPAI which allows Union exports of pig and poultry meat to resume.

(e) With many non-trade barriers under the framework of the FTA lifted, **Singapore** continues to be a target market for Union products. Consumers in Singapore increasingly demand food to be produced under high safety and quality standards. In addition, importers and traders in Singapore are also acting as a commercial hub, making it an entry point to the whole of Southeast Asia.

THE GULF COOPERATION COUNTRIES

(a) The Gulf Cooperation Council (GCC¹²) countries continue to offer significant market opportunities for Union agri-food exports.

(b) The progressive opening of **Saudi Arabia** to international tourism offers further market opportunities for Union agri-food exports.

(c) The Union and the **United Arab Emirates** have launched FTA negotiations in May 2025.

As regards **Belarus and Russia**, no promotion activity shall be envisaged in those two countries given the current geo-political situation.

6. GRANTS

Legal basis:

Regulation (EU) No 1144/2014

Budget Lines:

Information and promotion programmes financed through grants may consist of 'simple' programmes or 'multi' programmes. Simple programmes are programmes submitted by one or more proposing organisations which are all from the same Member State. Multi programmes are programmes submitted by at least two proposing organisations which are from at least two Member States or one or more Union organisations.

¹¹ Commission Implementing Regulation (EU) 2021/2325 of 16 December 2021 establishing, pursuant to Regulation (EU) 2018/848 of the European Parliament and of the Council, the list of third countries and the list of control authorities and control bodies that have been recognised under Article 33(2) and (3) of Council Regulation (EC) No 834/2007 for the purpose of importing organic products into the Union (OJ L 465, 29.12.2021, p. 8, ELI: http://data.europa.eu/eli/reg_impl/2021/2325/oj).

¹² Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates

Simple and multi programmes have different management modes, different financing modes and are covered by two different budget lines:

- (a) 08.02.03.02: for simple programmes;
- (b) 08.02.03.03: for multi programmes

Description of the activities to be funded under the call for proposals

Information and promotion programmes shall consist of a coherent set of operations and shall be implemented over a period of at least one year but not more than three years. They shall in particular consist of promotional activities and information campaigns, notably taking the form of public relations, advertising, points of sales activities, participation in events and fairs of national, European and international importance, social media activities, online promotion campaigns, etc.

Implementation

Simple and multi programmes are to be selected through the publication of two calls for proposals organised, launched and managed by the European Research Executive Agency (REA).

Proposals for simple and multi programmes shall be evaluated on the basis of the criteria laid down in Annex II and Annex III, respectively.

Afterwards, the financial implementation of simple programmes is to be carried out by the Member States and of multi programmes by REA.

Maximum rates of Union financing of the eligible costs

(a) Simple programmes

The Union financial contribution to simple programmes in the internal market shall be 70 % of the eligible expenditure. For proposing organisations established in Member States in receipt of financial assistance in accordance with Articles 136 and 143 of the Treaty on or after 1 January 2014, the percentage shall be 75 % for programmes decided upon by the Commission before the date from which the Member State concerned no longer receives such financial assistance.

The Union financial contribution to simple programmes implemented in third countries shall be 80 % of the eligible expenditure. For proposing organisations established in Member States in receipt of financial assistance in accordance with Articles 136 and 143 of the Treaty on or after 1 January 2014, the percentage shall be 85 % for programmes decided upon by the Commission before the date from which the Member State concerned no longer receives such financial assistance.

(b) Multi programmes

The Union financial contribution to multi programmes shall be 80 % of the eligible expenditure. For proposing organisations established in Member States in receipt of financial assistance in accordance with Articles 136 and 143 of the Treaty on or after 1 January 2014, the percentage shall be 85 % for programmes decided upon by the Commission before the date from which the Member State concerned no longer receives such financial assistance.

(c) Special co-financing rate to simple and multi programmes

The Union financial contribution to simple and multi programmes shall be 85 % of the eligible expenditure in the event of serious market disturbance, loss of consumer confidence or other specific problems. For proposing organisations established in Member States in receipt of financial assistance in accordance with Articles 136 and 143 of the Treaty on or after 1 January 2014, the percentage shall be 90 % for programmes decided upon by the Commission before the date from which the Member State concerned no longer receives such financial assistance.

Indicative timetable and indicative amount of the calls for proposals

Calls for proposals for the co-financing of the implementation of information provision and promotion programmes in the internal market and in third countries i.e. actions under operational priorities 1 to 4 referred to in points 6.1. to 6.4. shall be published before 31 January 2026. If necessary, additional calls for proposals could be published in the case of market disturbance, loss of consumer confidence or other specific problems, as referred to in point 6.5., as soon as possible after the beginning of that market disturbance.

The overall amount for information provision and promotion programmes to be awarded in 2026 amounts to EUR 160 000 000. This amount is split as follows:

- (a) simple programmes: EUR 100 000 000;
- (b) multi programmes: EUR 60 000 000.

The allocation for the simple programmes under shared management establishes the maximum amount that could be granted when selecting these programmes in 2026. Given the fact that appropriations for simple programmes are non-differentiated and implemented over several years, that amount shall not necessarily correspond to the commitment appropriations entered in the general budget of the Union for 2026.

6.1. Simple programmes in the internal market

Type of actions: Grants following a call for proposals

Total budget: EUR 42 700 000

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
<p><u>AGRIP-SIMPLE-2026-IM-EU QS*</u></p> <p>Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes referred to in Article 5(4), points (a) and (c), of Regulation (EU) No 1144/2014</p>	EUR 13 100 000	<p>The objective is to increase the awareness and recognition of the Union quality schemes, namely:</p> <p>(a) quality schemes: protected designation of origin (PDO), protected geographical indication (PGI), traditional specialty guaranteed (TSG) and optional quality terms;</p> <p>(b) the logo for quality agricultural products specific to the outermost regions of the Union.</p> <p>Information and promotion programmes on Union quality schemes should be a key priority in the internal market since such schemes provide consumers with assurances on the quality and characteristics of the product or the production process used, achieve added value for the products concerned and enhance their market opportunities.</p> <p>One of the expected results is to increase the levels of recognition of the logo associated with the Union quality schemes by the Union consumers and increase the knowledge of the information the quality schemes aim to provide. According to Special Eurobarometer 556¹³, only 18 % of Union consumers recognize the logos of products that benefit from a protected designation of origin (PDO), 24 % recognise a protected geographical indication (PGI), and 19 % recognise a traditional specialty guaranteed (TSG), these being the main Union quality schemes.</p> <p>The expected ultimate impact is to increase awareness of the Union quality scheme and to enhance the competitiveness and</p>

¹³ Special Eurobarometer 556: Europeans, Agriculture and the CAP, <https://europa.eu/eurobarometer/surveys/detail/3226>

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
		consumption of products registered under a Union quality scheme, raise their profile and increase their market share.
<u>AGRIP-SIMPLE-2026-IM-ORGANIC*</u> Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on organic production method referred to in Article 5(4), point (b), of Regulation (EU) No 1144/2014	EUR 7 600 000	<p>The objective is to increase the awareness and recognition of the Union quality scheme on organic production.</p> <p>Information and promotion programmes on the Union quality scheme on the organic production method should be a key priority in the internal market since this scheme provides consumers with assurances on the sustainability, quality and characteristics of the product, the production process used and the environmental benefits they generate, thereby achieving added value for the products concerned and enhancing their market opportunities.</p> <p>One of the expected results is to further increase the levels of recognition of the EU organic logo by the Union consumers and increase the knowledge of the information the organic logo aims to provide. According to Special Eurobarometer 556, more than half (56 %, minus 5 percentage points since 2022) say they are aware of the organic farming logo.</p> <p>The expected ultimate impact is to increase awareness of the Union quality scheme on organic production and to enhance the competitiveness and consumption of organic products, raise their profile and increase their market share.</p>
<u>AGRIP-SIMPLE-2026-IM- SUSTAINABLE*</u> Information provision and promotion programmes aiming at increasing the awareness of Union sustainable agriculture and animal welfare	EUR 6 600 000	<p>The objective is to highlight the sustainability of Union agriculture, stressing its beneficial role for the climate, the environment and animal welfare.</p> <p>The production method(s) of the promoted product(s) shall cover at least two of the areas of actions listed in Article 31(4) of Regulation (EU) 2021/2115 while respecting the conditions laid down in paragraph 5 of that Article.</p> <p>The expected ultimate impact is to increase the awareness of the Union sustainable agriculture practices beneficial for the</p>

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
		climate, the environment and animal welfare by the Union consumers and to enhance the competitiveness and consumption of sustainably produced agri-food products in the Union, raise their profile and increase their market share.
<u>AGRIP-SIMPLE-2026-IM-FRESH FRUIT AND VEGETABLES*</u> , ** Information provision and promotion programmes aiming at increasing the consumption of fresh fruit and vegetables in the internal market in the context of balanced and healthy dietary practices. Products eligible under this topic are those listed in Part IX and fresh bananas in Part XI of Annex I to Regulation (EU) No 1308/2013 of the European Parliament and of the Council ¹⁴ .	EUR 9 900 000	The Commission is committed to promoting balanced and healthy dietary practices ¹⁵ . Actions shall highlight the benefits of consuming fresh fruit and vegetables in a balanced diet. The messages could notably focus on aiming at having at least five portions of a variety of fruit and vegetables each day; knowing the place of fruit and vegetables in the food pyramid and understanding the beneficial impact of fruit and vegetable consumption on health. The objective is to increase the consumption of Union fresh fruit and vegetables by informing consumers about balanced and healthy dietary practices. The expected ultimate impact is to enhance the competitiveness and consumption of the concerned Union agri-food products, raise their profile and increase their market share.
<u>AGRIP-SIMPLE-2026-IM-CHARACTERISTICS*</u> Information provision and promotion programmes aiming at highlighting the specific features of agricultural	EUR 5 500 000	The objective is to highlight at least one of the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability (including climate benefits

¹⁴ Regulation (EU) No 1308/2013 of the European Parliament and of the Council of 17 December 2013 establishing a common organisation of the markets in agricultural products and repealing Council Regulations (EEC) No 922/72, (EEC) No 234/79, (EC) No 1037/2001 and (EC) No 1234/2007 (OJ L 347, 20.12.2013, p. 671, ELI: <http://data.europa.eu/eli/reg/2013/1308/oj>).

¹⁵ White paper on A Strategy for Europe on Nutrition, Overweight and Obesity related health issues, COM(2007) 279 final, 30.5.2007.

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
methods in the Union and the characteristics of Union agricultural and food products, and quality schemes referred to in Article 5(4), point (d), of Regulation (EU) No 1144/2014.		<p>such as greenhouse gas emissions reduction and/or increase in carbon removals), and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions.</p> <p>The expected ultimate impact is to increase the awareness of the merits of Union agricultural products by the Union consumers and to enhance the competitiveness and consumption of Union agri-food products, raise their profile and increase their market share.</p>

* All visual information and promotion material used must include a reference to the national Food Based Dietary Guidelines¹⁶ (FBDG) of the targeted Member State/s for the promoted product/s.

** Simple programme proposals on 'Fruit and vegetables' for the internal market are also eligible under other topics. The message of campaigns on fruit and vegetables under other topics targeting the internal market shall be different than highlighting the benefits of consuming fruit and vegetables within a balanced and proper diet (except if fruit and vegetables are associated with another or other products).

¹⁶

https://knowledge4policy.ec.europa.eu/health-promotion-knowledge-gateway/food-based-dietary-guidelines-europe-source-documents-food_en

6.2. Simple programmes in third countries¹⁷

Simple programmes shall target one or several third countries. Applicants may notably consider targeting the most promising geographical markets identified under point 5.

Type of actions: Grants following a call for proposals

Total budget: EUR 52 300 000

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
<u>AGRIP-SIMPLE-2026-TC-ALL*</u> Information provision and promotion programmes targeting third countries	EUR 46 800 000	<p>The objectives of these programmes shall comply with the general and specific objectives set out and the aims listed in Articles 2 and 3, respectively, of Regulation (EU) No 1144/2014. Programmes shall aim at highlighting the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability (including climate benefits such as the greenhouse gas emissions reduction and/or increase in carbon removals), the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions, and/or aim at informing about and promoting quality schemes referred to in Article 5(4), point (d), of Regulation (EU) No 1144/2014, and/or increasing the awareness and recognition of Union quality schemes referred to in Article 5(4), points (a), (b) and (c), of Regulation (EU) No 1144/2014.</p> <p>The expected ultimate impact is to enhance the competitiveness and consumption of Union agri-food products, raise their profile and increase their market share in these targeted countries.</p>
<u>AGRIP-SIMPLE-2026-TC-ORGANIC* OR SUSTAINABLE*, **</u>	EUR 5 500 000	<ul style="list-style-type: none"> – The objective is to increase the awareness and recognition of the Union quality scheme on organic production.

¹⁷ The composition of region follows the United Nations country and regional classification. For more details on list of countries composing geographical area, see: <http://unstats.un.org/unsd/methods/m49/m49regin.htm>

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
<p>– Information provision and promotion programmes concerning the organic products under the Union quality scheme referred to in Article 5(4), point (b), of Regulation (EU) No 1144/2014 in third countries</p> <p>or</p> <p>– Information provision and promotion programmes aiming at increasing the awareness of Union sustainable agriculture and animal welfare in third countries</p>		<p>Information and promotion programmes on the Union quality scheme on organic production method should be a key priority since this scheme provides consumers with assurances on the sustainability, quality and characteristics of the product and the production process used and the environmental benefits they generate, thereby achieving added value for the products concerned and enhancing their market opportunities.</p> <p>The expected ultimate impact is to increase awareness of the Union quality scheme on organic production and to enhance the competitiveness and consumption of organic products, raise their profile and increase their market share.</p> <p>– The objective is to highlight the sustainability of Union agriculture, stressing its beneficial role for the climate, the environment and animal welfare.</p> <p>The production method(s) of the promoted product(s) shall cover at least two of the areas of actions listed in Article 31(4) of Regulation (EU) 2021/2115 while respecting the conditions laid down in paragraph 5 of that Article.</p> <p>The expected ultimate impact is to increase the awareness of the Union sustainable agriculture practices beneficial for the climate, the environment and</p>

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
		animal welfare by the Union consumers and to enhance the competitiveness and consumption of sustainably produced agri-food products in the Union, raise their profile and increase their market share.

* Programmes targeting least-developed countries (LDCs) according to the UN list available at https://www.un.org/development/desa/dpad/wp-content/uploads/sites/45/publication/ldc_list.pdf should be coherent with Union development objectives. Applicants shall be asked to submit their own assessment explaining why the proposed promotion programme does not adversely affect Union development policy goals in the least-developed country targeted by the promotion programme. This assessment shall be examined under the award criterion “Relevance”.

** Simple programmes promoting organic schemes and/or products in third countries shall apply under topic AGRIP- SIMPLE-2026-TC-ORGANIC. They cannot apply under AGRIP-SIMPLE-2026-TC-ALL, except if organic schemes and/or products are combined with other schemes and/or products.

6.3. Multi programmes in the internal market

Type of actions: Grants following a call for proposals

Total budget: EUR 37 000 000

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
<u>AGRIP-MULTI-2026-IM*</u> – Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes referred to in Article 5(4), points (a) and (c), of Regulation (EU) No 1144/2014	EUR 7 000 000	<p>– For information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes referred to in Article 5(4), points (a) and (c), of Regulation (EU) No 1144/2014:</p> <p>The objective is to increase the awareness and recognition of the Union quality schemes, namely:</p> <p>(a) quality schemes: protected designation of origin (PDO), protected geographical indication (PGI), traditional speciality guaranteed (TSG) and optional quality terms;</p> <p>(b) the logo for quality agriculture products specific to the outermost regions of the Union.</p> <p>One of the expected results is to increase the levels of recognition of the logo associated with the Union quality schemes by Union consumers and and to increase the knowledge of the information the quality schemes aim to provide. According to Special Eurobarometer 556, only 18 % of Union consumers recognise the logos of products that benefit from a protected designation of origin (PDO), 24 % recognise a protected geographical indication (PGI), and 19 % recognise a traditional specialty guaranteed (TSG), these being</p>

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
<p>or</p> <ul style="list-style-type: none"> – Information provision and promotion programmes highlighting the specific features of agricultural methods in the Union and the characteristics of Union agri-food products, and quality schemes referred to in Article 5(4), point (d), of Regulation (EU) No 1144/2014 		<p>the main Union quality schemes.</p> <p>The expected ultimate impact is to increase awareness of the Union quality schemes and to enhance the competitiveness and consumption of Union agri-food products registered under a Union quality scheme, raise their profile and increase their market share.</p> <ul style="list-style-type: none"> – For information provision and promotion programmes highlighting the specific features of agricultural methods in the Union and the characteristics of Union agri-food products and quality schemes referred to in Article 5(4), point (d), of Regulation (EU) No 1144/2014. <p>The objective is to highlight at least one of the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability (including climate benefits such as the greenhouse gas emissions reduction and/or increase in carbon removals) and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions.</p> <p>The expected impact is to increase the awareness of the merits of Union agricultural products by the consumers and to enhance the competitiveness and consumption of the</p>

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
		concerned Union agri-food products, raise their profile and increase their market share.
<u>AGRIP-MULTI-2026-IM-ORGANIC*</u> Information provision and promotion programmes aiming at increasing the awareness and recognition of the Union quality scheme on organic production method referred to in Article 5(4), point (b), of Regulation (EU) No 1144/2014	EUR 10 600 000	<p>The objective is to increase the awareness and recognition of the Union quality scheme on organic production.</p> <p>Information and promotion programmes on the Union quality scheme on the organic production method should be a key priority in the internal market since this scheme provides consumers with assurances on the sustainability, quality and characteristics of the product and the production process used, the environmental benefits they generate, thereby achieving added value for the products concerned and enhancing their market opportunities.</p> <p>One of the expected results is to further increase the levels of recognition of the EU organic logo by Union consumers and to increase the knowledge of the information the organic logo aims to provide. According to Special Eurobarometer 556, more than half (56%, minus 5 percentage points since 2022) of Union consumers say they are aware of the organic farming logo.</p> <p>The expected ultimate impact is to increase awareness of the Union quality scheme on organic production and to enhance the competitiveness and consumption of organic products, raise their profile and increase their market share.</p>
<u>AGRIP-MULTI-2026-IM-SUSTAINABLE*</u> Information provision and promotion programmes increasing the awareness of Union sustainable	EUR 13 700 000	<p>The objective is to highlight the sustainability of Union agriculture, stressing its beneficial role for the climate, the environment and animal welfare.</p> <p>The production method(s) of the</p>

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
agriculture and animal welfare		<p>promoted product(s) shall cover at least two of the areas of actions listed in Article 31(4) of Regulation (EU) 2021/2115 while respecting the conditions laid down in paragraph 5 of that Article.</p> <p>The expected ultimate impact is to increase the awareness of the Union sustainable agriculture practices beneficial for the climate, the environment and animal welfare by the Union consumers and to enhance the competitiveness and consumption of sustainably produced agri-food products in the Union, raise their profile and increase their market share.</p>
<p><u>AGRIP-MULTI-2026-IM-FRESH FRUIT AND VEGETABLES*</u>, **</p> <p>Information provision and promotion programmes aiming at increasing the consumption of fresh fruit and vegetables in the internal market in the context of balanced and healthy dietary practices</p> <p>Products eligible under this topic are those listed in Part IX and fresh bananas in Part XI of Annex I to Regulation (EU) No 1308/2013</p>	EUR 5 700 000	<p>The Commission is committed to promoting balanced and healthy dietary practices¹⁸. Actions shall highlight the benefits of consuming fresh fruit and vegetables in a balanced diet. The messages could notably focus on aiming at having at least five portions of a variety of fruit and vegetables each day; knowing the place of fruit and vegetables in the food pyramid and understanding the beneficial impact of fruit and vegetable consumption on health.</p> <p>The objective is to increase the consumption of Union fresh fruit and vegetables by informing consumers about balanced and healthy dietary practices.</p> <p>The expected ultimate impact is to enhance the competitiveness and consumption of the concerned Union agri-food products, raise their profile and increase their market share.</p>

¹⁸ COM(2007) 279 final, 30.5.2007.

* All visual information and promotion material used shall include a reference to the national Food Based Dietary Guidelines¹⁹ (FBDG) of the targeted Member State/s for the promoted product/s.

** Multi programme proposals on 'Fruit and vegetables' for the internal market are also eligible under topic AGRIP-MULTI-2026-IM. In that case, the message of campaigns on fruit and vegetables under topic AGRIP-MULTI-2026-IM shall be different than highlighting the benefits of consuming fruit and vegetables within a balanced and proper diet (except if fruit and vegetables are associated with another or other products).

¹⁹

https://knowledge4policy.ec.europa.eu/health-promotion-knowledge-gateway/food-based-dietary-guidelines-europe-source-documents-food_en

6.4. Multi programmes in third countries

Type of actions: Grants following a call for proposals

Total budget: EUR 18 000 000

Multi programmes shall target one or several third countries. Applicants may notably consider targeting the most promising geographical markets identified under point 5.

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
<u>AGRIP-MULTI-2026-TC-ALL*</u> Information provision and promotion programmes targeting third countries	EUR 15 000 000	<p>The objectives of these programmes shall comply with the general and specific objectives set out and the aims listed in Articles 2 and 3, respectively, of Regulation (EU) No 1144/2014. Programmes shall aim at highlighting the specific features of agricultural production methods in the Union, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability (including climate benefits such as the greenhouse gas emissions reduction and/or increase in carbon removals), the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions, and/or aim at informing about and promoting quality schemes referred to in Article 5(4), point (d), of Regulation (EU) No 1144/2014, and/or increasing the awareness and recognition of Union quality schemes referred to in Article 5(4), points (a), (b) and (c), of Regulation (EU) No 1144/2014.</p> <p>The expected ultimate impact is to enhance the competitiveness and consumption of Union agri-food products, raise their profile and increase their market share in these targeted countries.</p>
<u>AGRIP-MULTI-2026-TC-ORGANIC** OR SUSTAINABLE*</u> – Information provision and promotion	EUR 3 000 000	<p>– The objective is to increase the awareness and recognition of the Union quality scheme on organic production.</p> <p>Information and promotion programmes on the Union</p>

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
<p>programmes concerning the organic products under the Union quality scheme referred to in Article 5(4), point (b), of Regulation (EU) No 1144/2014 in third countries</p> <p>or</p> <ul style="list-style-type: none"> Information provision and promotion programmes increasing the awareness of Union sustainable agriculture and animal welfare in third countries 		<p>quality scheme on organic production method should be a key priority since this scheme provides consumers with assurances on the sustainability, quality and characteristics of the product and the production process used and the environmental benefits they generate, thereby achieving added value for the products concerned and enhancing their market opportunities.</p> <p>The expected ultimate impact is to increase awareness of the Union quality scheme on organic production and to enhance the competitiveness and consumption of organic products, raise their profile and increase their market share.</p> <ul style="list-style-type: none"> The objective is to highlight the sustainability of Union agriculture, stressing its beneficial role for the climate, the environment and animal welfare. <p>The production method(s) of the promoted product(s) shall cover at least two of the areas of actions listed in Article 31(4) of Regulation (EU) 2021/2115 while respecting the conditions laid down in paragraph 5 of that Article.</p> <p>The expected ultimate impact is to increase the awareness of the Union sustainable agriculture practices beneficial for the climate, the environment and animal welfare by consumers and to</p>

Topics	Total amount planned	Priorities of the year, objectives pursued and expected results
		enhance the competitiveness and consumption of sustainably produced agri-food products in the Union, raise their profile and increase their market share.

* Programmes targeting least-developed countries (LDCs) according to the UN list available at <https://www.un.org/development/desa/dpad/wp-content/uploads/sites/45/publication/l dc list.pdf> should be coherent with Union development objectives Applicants shall be asked to submit their own assessment explaining why the proposed promotion programme does not adversely affect Union development policy goals in the least-developed country targeted by the promotion programme. This assessment shall be examined under the award criterion “Relevance”.

** Multi programmes promoting organic schemes and/or products in third countries shall apply under topic AGRIP- MULTI-2026-TC-ORGANIC. They cannot apply under topic AGRIP-MULTI-2025-TC-ALL, except if organic schemes and/or products are combined with other schemes and/or products.

6.5. Actions in case of serious market disturbance, loss of consumer confidence or other specific problems with additional calls for proposals via simple programmes and via multi programmes

Type of actions: Grants following a call for proposals.

Indicative allocation:

- For simple programmes: EUR 5 000 000.
- For multi programmes: EUR 5 000 000.

Priorities of the year, objectives pursued and expected results:

These actions consist of information and promotion programmes designed to react in case of unexpected serious market disturbance, loss of consumer confidence or other specific problems where information and promotion programmes co-financed by the sector would be an adequate response to face the market disturbance and would be complementary to exceptional measures taken in accordance with Part V, Chapter 1, of Regulation (EU) No 1308/2013.

The unexpected serious market disturbance, loss of consumer confidence or other specific problems shall have a Union dimension.

The information and promotion programmes shall have a Union dimension, in terms of content and impact. The objective of these programmes is to help restore consumer confidence and normal market conditions.

The expected ultimate result is to restore normal market conditions for those sectors affected by the market disturbance.

In case where there has not been a serious market disturbance, loss of consumer confidence or other specific problems during the year, the budget shall be reallocated to simple and multi programmes in third countries.

Description of the activities to be funded under the calls for proposals:

Information provision and promotion measures shall consist of a coherent set of operations. The programmes designed to react to serious market disturbance, loss of consumer confidence or other specific problems should be targeted to restore normal market conditions for those sectors affected by the market disturbance and implemented over a period of one year.

Indicative timetable:

The calls for proposals should be published shortly after the beginning of the market disturbance, loss of consumer confidence or other specific problems.

7. PROCUREMENT (MEASURES ON THE INITIATIVE OF THE COMMISSION)

The overall budgetary allocation reserved for procurement contracts in 2026 amounts to EUR 45 000 000, of which EUR 35 000 000 is for a ‘Buy European Food Campaign’.

Measures on the initiative of the Commission (Article 9 of Regulation (EU) No 1144/2014) may, among others, consist of agri-food economic diplomacy activities such as business delegation visits (high-level missions and targeted business missions) in third countries, promotion campaigns, participation in trade fairs and exhibitions of international importance by means of stands, operations aimed at enhancing the image of Union products, and the organisation of campaigns in the event of serious market disturbance, loss of consumer confidence or other specific problems.

Requests for services under existing or new framework contracts shall be published as described in points 7.1., 7.2. and 7.3..

7.1. Promotion activities

Legal basis

Article 9(1) of Regulation (EU) No 1144/2014
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Budget line

08.02.03.03

Subject matter of the contracts envisaged

<p>1. Organisation of business delegation visits in third countries chosen based on the most promising geographical markets identified in the annual work programme (as referred to in point 5).</p>
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<p>Business delegation visits to third countries shall indicatively gather 80 representatives of the agri-food sector. The objective of the action is facilitating market access, establishing business contacts, enhancing the image of Union products and promoting the Union transition to a sustainable food system with businesses, government and other authorities, media and consumers in the third countries in question.</p>
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<p>2. Organisation of promotion campaigns in third countries chosen based on the most promising geographical markets identified in the annual work programme (as referred to in point 5), which may take the form of advertising and public relations activities, participation in fairs with a Union pavilion, social media and web presence, business to business measures, activities on points of sales and in restaurants, study visits to the Union, seminars, training, online activities and related evaluation.</p>
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<p>3. Organisation of a ‘Buy European Food Campaign’ in the Union to enhance the potential of the internal market for Union agricultural products and certain food products.</p>
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<p>4. Participation in international trade fairs with Union pavilions dedicated to products and themes eligible for promotion. Participation of Union producers who wish to exhibit their products at the pavilion may be planned.</p>
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<p>5. Flash Eurobarometer survey to explore the perceptions of Union agricultural food and</p>
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beverage products in third countries.

Type of contract

Existing and new framework contracts for promotion activities, service level agreements (e.g. for web hosting).

Indicative number of contracts envisaged: 18 specific contracts based on the existing or new framework contracts (FWC).

Indicative timeframe for launching the procurement procedure, preparation and/or implementation of the specific contracts

Launch of a new Call for tenders:

- LOT 1 - Organisation of agri-food events and Union pavilions/stands and of related communication service
- LOT 2 - Market Intelligence on the agri-food sector

First quarter of 2026: nine specific contracts;

Second quarter of 2026: five specific contracts;

Third quarter of 2026: two specific contracts;

Fourth quarter of 2026: two specific contracts.

Implementation

Implementation by REA and DG AGRI (Directorate-General for Agriculture and Rural Development).

7.2. Technical support services

Legal basis

Article 9(2) of Regulation (EU) No 1144/2014

Budget line

08.02.03.03

Subject matter of the contracts envisaged

The following objectives shall be pursued by establishing technical support services:

- (a) encouraging awareness of different markets by providing country and market research and statistical reports on key target countries listed under the annual work programme (such as development of new and/or update of existing market entry handbooks for Union

agri-food exporters);

(b) maintaining a dynamic professional network around information and promotion policy, including providing advice to the sector with regard to the threat of imitation and counterfeit products in third countries, in particular by publishing the relevant information on an information portal;

(c) promoting the calls for proposals and improving knowledge of Union rules concerning programme development, applications and implementation, mainly by providing adequate information online, organising or participating in events and fostering the development of a network of agro-food operators with the aim of helping operators to take part in co-financed programmes, to conduct effective campaigns or to develop their export activities.

The envisaged contracts concern the updating and translations of web pages, market research, country and statistical reports as well as other communication activities, such as organisation of events (e.g. info day).

Type of contract

Existing and new framework contract for services, service level agreement (translations).

Indicative number of contracts envisaged: two specific contracts based on existing or new framework contracts.

Indicative timeframe for launching the procurement procedure

Fourth quarter of 2026: two specific contracts

Implementation

Implementation by REA.

7.3. Information provision and promotion measures in the event of a serious market disturbance, loss of consumer confidence or other specific problems

Legal basis

Article 2(2), point (e), and Article 9(1) of Regulation (EU) No 1144/2014

Budget line

08.02.03.03

Subject matter of the contracts envisaged

In the event of serious market disturbance, loss of consumer confidence or other specific problems, targeted communication and promotion activities shall be launched with the objective of restoring normal market conditions. Those measures may in particular take the form of communication campaigns, high-level missions, participation in trade fairs and exhibitions of international importance by means of stands, or other operations aimed at

enhancing the image of Union products.

Type of contract

Existing or new framework contracts.

Indicative number of contracts envisaged: up to three specific contracts.

Indicative timeframe for launching the procurement procedure

N/A: A specific contract shall be signed only in the event of a serious market disturbance, loss of consumer confidence or other specific problems.

Implementation

Implementation by REA.

8. OTHER ACTIONS OR EXPENDITURE

8.1. Experts

Legal basis

Article 15(5) of Regulation (EU) No 1144/2014

Articles 203 and 242 of Regulation (EU, Euratom) 2024/2509

Budget line

08.02.03.03

Indicative amount

Funds from the previous year may be mobilized for the implementation of this action, in line with the applicable provisions of Regulation (EU, Euratom) 2024/2509.

Subject matter of the contracts envisaged

Experts to provide technical assistance in the context of the evaluation of proposals submitted following the calls for proposals launched in implementation of the present work programme.

Experts to provide technical assistance in the context of monitoring of implementation of on-going multi programmes.

Type of contract

Selection of experts from the Commission's expert database.

Indicative number of contracts envisaged: 180

Indicative timeframe for contracting external experts

First quarter of 2026: 25

Second quarter of 2026: 100

Third quarter of 2026: 15

Fourth quarter of 2026: 40

Implementation

Implementation by REA.

8.2. Service Level Agreement

Legal basis

Article 15(5) of Regulation (EU) No 1144/2014

Article 203 of Regulation (EU, Euratom) 2024/2509

Budget line

08.02.03.03

Indicative amount

Funds from the previous year may be mobilized for the implementation of this action, in line with the applicable provisions of Regulation (EU, Euratom) 2024/2509.

Subject matter of the service level agreement envisaged

Translations in the context of the evaluation of proposals submitted following the calls for proposals launched in implementation of the present work programme.

Indicative number envisaged: one service level agreement with the "Translation centre for the bodies of the European Union".

Implementation

Implementation by REA.

ANNEX II

Criteria for the financial contribution to simple programmes as referred to in Article 1

Regulation (EU, Euratom) 2024/2509 applies to the evaluation of the simple programmes.

Proposals shall be evaluated on the basis of four categories of criteria:

1. Eligibility criteria, to determine whether an applicant is allowed to participate in the call for proposal.
2. Exclusion criteria, to eliminate from participation in the procedure or award, applicants who are in one of the exclusion situations referred to in point (2) of this Annex.
3. Selection criteria, to assess the applicant's financial and operational capacity to complete a proposed action.
4. Award criteria, to assess the relevance of the proposal's scope to the announced priorities and other quality aspects taking into account its costs.

(1) Eligibility criteria

Proposals for simple programmes shall only be submitted by legal persons or other entities which may not have a legal personality under the applicable national law, provided that their representatives have the capacity to undertake legal obligations on behalf of the entity and offer guarantees for the protection of the Union's financial interests equivalent to those offered by legal persons as referred to in Article 199 of Regulation (EU, Euratom) 2024/2509. Those legal persons shall:

- (a) be one or more of the proposing organisations listed in Article 7(1), points (a), (c) or (d), of Regulation (EU) No 1144/2014;
- (b) comply with the conditions laid down in Article 1 of Commission Delegated Regulation (EU) 2015/1829²⁰ except for its paragraph 3²¹.

In case several proposals submitted under the simple and/or multi call meet the eligibility criteria, and the Commission finds there is a breach of Article 1(4) of Delegated Regulation (EU) 2015/1829, the Commission retains the right to decide which proposal(s) are to be funded.

The proposals shall fulfil the following conditions:

- (a) proposals shall only cover products and schemes referred to in Article 5 of Regulation (EU) No 1144/2014;
- (b) proposals shall ensure that measures are implemented through implementing bodies as referred to in Article 13 of Regulation (EU) No 1144/2014. Proposing organisations shall select bodies responsible for implementing programmes ensuring best value for money and absence of conflict of interest (see Article 2 of Delegated Regulation (EU) 2015/1829). The proposing organisation shall undertake that the body responsible for the implementation of the programme shall be selected at the latest before the

²⁰ Commission Delegated Regulation (EU) 2015/1829 of 23 April 2015 supplementing Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries (OJ L 266, 13.10.2015, p. 3, ELI: http://data.europa.eu/eli/reg_del/2015/1829/oj).

²¹ Article 1(3) of Delegated Regulation (EU) 2015/1829 constitutes a separate criterion, which is reflected in point (3) Operational and financial capacity of this Annex.

signature of the contract (see Article 10 of Commission Implementing Regulation (EU) 2015/1831²²);

- (c) if a proposing organisation proposes to implement certain parts of the proposal itself, it shall ensure that the cost of the measure which it plans to carry out itself is not in excess of the normal market rates;
- (d) proposals shall comply with Union law governing the products concerned and their marketing, be of significant scale and have a Union dimension; more specifically, proposals shall also comply with all the provisions described in Article 3(1) of Delegated Regulation (EU) 2015/1829;
- (e) if a message conveyed concerns information on the impact on health, this message shall:
 - (i) in the internal market, comply with the Annex to Regulation (EC) No 1924/2006 of the European Parliament and of the Council²³, or be accepted by the national authority responsible for public health in the Member State where the operations are carried out;
 - (ii) in third countries, be accepted by the national authority responsible for public health in the country where the operations are carried out;
- (f) if the proposal proposes to mention origin or brands, it shall comply with the rules as referred to in Chapter II of Implementing Regulation (EU) 2015/1831.

(2) Exclusion criteria

Proposing organisations shall not be in any of the situations of exclusion listed in Article 138 of Regulation (EU, Euratom) 2024/2509.

(3) Financial and operational capacity

Proposing organisations shall have stable and sufficient sources of funding to maintain their activity throughout the period of implementation of the programme and to participate in its funding.

Proposing organisations shall have the professional competencies and qualifications required to complete the programme. In cases where they propose to implement certain parts of the proposal, they shall have at least three years experience in implementing information provision and promotion measures.

Those criteria will be further explained in the call for proposals.

(4) Award criteria

To be assessed against the award criteria, the proposals shall meet the eligibility, exclusion and selection criteria.

The following award criteria shall be applied:

- relevance (25 points out of 100; threshold 15);
- quality (50 points out of 100; threshold 30);

²² Commission Implementing Regulation (EU) 2015/1831 of 7 October 2015 laying down rules for application of Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in the third countries (OJ L 266, 13.10.2015, p. 14, ELI: http://data.europa.eu/eli/reg_impl/2015/1831/oj).

²³ Regulation (EC) No 1924/2006 of the European Parliament and of the Council of 20 December 2006 on nutrition and health claims made on foods (OJ L 404, 30.12.2006, p. 9, ELI: <http://data.europa.eu/eli/reg/2006/1924/oj>).

- impact (25 points out of 100; threshold 15).

Financial contributions shall be awarded to the highest scoring proposals up to the available budget. A separate ranked list shall be established for each topic listed in points 6.1. and 6.2. of the annual work programme as set out in Annex I.

The following sub-criteria shall be taken into account in the assessment of each of the main award criteria:

- Relevance:

- (a) relevance of proposed information and promotion measures to the general and specific objectives listed in Article 2 of Regulation (EU) No 1144/2014, to the aims listed in Article 3 of that Regulation, as well as to priorities, objectives and expected results announced under the relevant topic;
- (b) contribution of the proposed information provision and promotion project in respect of the objectives of the climate and environmental ambition of the CAP and the European Green Deal, in particular concerning the sustainability of food production and consumption;
- (c) quality and relevance of the market analysis;
- (d) coherence of the programme strategy, objectives, target groups and key messages;
- (e) Union message of the campaign.

- Quality:

- (a) suitable choice of activities with respect to objectives and programme strategy, adequate communication mix, and synergy between the activities;
- (b) concise description of activities and deliverables;
- (c) quality of the proposed evaluation methods and indicators;
- (d) suitable allocation of budget in relation to the objectives and scope of the activities;
- (e) clear description of the estimated costs and accuracy of the budget;
- (f) consistency between the estimated costs and deliverables;
- (g) project organisation and management structure;
- (h) quality control mechanisms and risk management.

- Impact:

- (a) impact of the project at Union level;
- (b) justification of the overall level of investment.

If there are two or more proposals with the same number of points on the same ranked list, then the proposals which allow for diversification in terms of products or targeted markets shall be prioritised. This means that, between *ex aequo* proposals, the Commission shall first select the proposal the content of which (firstly in terms of products, secondly in terms of targeted market) is not yet represented in the higher ranked proposals. If this criterion cannot be applied, then the Commission shall select first the programme which got the highest score

for the individual award criteria. The Commission shall first compare the scores for 'Relevance', then for 'Impact', and finally for 'Quality'. This principle also applies, *mutatis mutandis*, to merged ranked lists constituted following the reallocation of planned amounts across the call topics (see point 5(c) of this Annex).

(5) Criteria for the reallocation of the remaining planned amounts

If for a given topic there are not enough proposals on the ranked list to exhaust the whole planned amount, the remaining amount may be reallocated to other topics according to the following criteria:

- (a) the total of the remaining planned amount for the five topics for the internal market shall be allocated to the projects targeting the internal market with the highest score, irrespective of the topic for which proposing organisations have applied;
- (b) the same approach shall be taken for the two topics for third countries;
- (c) if the planned amount is still not exhausted, the remaining amounts for both internal market and third countries shall be merged and assigned to projects with the highest score, irrespective of the topic for which the proposing organisations have applied.

The order of the ranked lists shall be strictly followed.

ANNEX III

Criteria for the financial contribution to multi programmes as referred to in Article 1

Regulation (EU, Euratom) 2024/2509 applies to the evaluation of the multi programmes.

Proposals shall be evaluated on the basis of four categories of criteria:

1. Eligibility criteria, to determine whether an applicant is allowed to participate in the call for proposal.
2. Exclusion criteria, to eliminate from participation in the procedure or award of grant, applicants who are in one of the exclusion situations referred to in point (2) of this Annex.
3. Selection criteria, to assess the applicant's financial and operational capacity to complete a proposed action.
4. Award criteria, to assess the relevance of the proposal's scope to the announced priorities and other quality aspects taking into account its costs.

(1) Eligibility criteria

Proposals for multi programmes shall only be submitted by legal persons or entities which do not have a legal personality under the applicable national law, provided that their representatives have the capacity to undertake legal obligations on behalf of the entity and offer guarantees for the protection of the Union's financial Interests equivalent to those offered by legal persons as referred to in Article 199 of Regulation (EU, Euratom) 2024/2509. Those legal persons shall:

- (a) be at least two of the proposing organisations referred to in Article 7(1), points (a), (c) or (d), of Regulation (EU) No 1144/2014 coming from at least two different Member States or one or more Union organisations referred to in Article 7(1), point (b), of that Regulation;
- (b) comply with the conditions laid down in Article 1 of Delegated Regulation (EU) 2015/1829 except for its paragraph 3²⁴.

In case several proposals submitted under the simple and/or multi call meet the eligibility criteria, and the Commission finds there is a breach of Article 1(4) of Delegated Regulation (EU) 2015/1829, the Commission retains the right to decide which proposal(s) are to be funded.

The proposals shall fulfil the following conditions:

- (a) proposals shall only cover products and schemes referred to in Article 5 of Regulation (EU) No 1144/2014;
- (b) proposals shall comply with Union law governing the products concerned and their marketing and have a Union dimension;
- (c) proposals in the internal market covering one or more schemes referred to in Article 5(4) of Regulation (EU) No 1144/2014, shall focus on the(se) scheme(s) in its main Union message. When in this programme, one or several products illustrate(s) the(se) scheme(s), it/they shall appear as a secondary message in relation to the main Union message;

²⁴ Article 1(3) of Delegated Regulation (EU) 2015/1829 constitutes a separate criterion, which is reflected in point (3) Operational and financial capacity of this Annex.

- (d) if a message conveyed by a multi programme concerns information on the impact on health, this message shall:
 - (i) in the internal market, comply with the Annex to Regulation (EC) No 1924/2006, or be accepted by the national authority responsible for public health in the Member State where the operations are carried out;
 - (ii) in third countries, be accepted by the national authority responsible for public health in the country where the operations are carried out;
- (e) if the proposal proposes to mention origin or brands, it shall comply with the rules as referred to in Chapter II of Implementing Regulation (EU) 2015/1831.

(2) Exclusion criteria

Proposing organisations shall not be in any of the situations of exclusion listed in Article 138 of Regulation (EU, Euratom) 2024/2509.

(3) Financial and operational capacity

Proposing organisations shall have stable and sufficient sources of funding to maintain their activity throughout the period of implementation of the programme and to participate in its funding.

Proposing organisations shall have the professional competencies and qualifications required to complete the programme.

Those criteria will be further explained in the call for proposals.

(4) Award criteria

To be assessed against the award criteria, the proposals shall meet the eligibility, exclusion and selection criteria.

The following award criteria shall be applied:

- relevance (25 points out of 100; threshold 15);
- quality (50 points out of 100; threshold 30);
- impact (25 points out of 100; threshold 15).

Financial contributions shall be awarded to the highest scoring proposals up to the available budget. A separate ranked list shall be established for each topic listed in points 6.3. and 6.4. of the annual work programme as set out in Annex I.

The following sub-criteria shall be taken into account in the assessment of each of the main award criteria:

- Relevance:
 - (a) relevance of proposed information and promotion measures to the general and specific objectives listed in Article 2 of Regulation (EU) No 1144/2014, aims listed in Article 3 of that Regulation, as well as to priorities, objectives and expected results announced under the relevant topic;
 - (b) contribution of the proposed information provision and promotion project in respect of the objectives of the climate and environmental ambition of the CAP and the European Green Deal, in particular concerning the sustainability of production and consumption;

- (c) quality and relevance of the market analysis;
 - (d) coherence of the programme strategy, objectives, target groups and key messages;
 - (e) Union message of the campaign.
- Quality:
 - (a) suitable choice of activities with respect to objectives and programme strategy, adequate communication mix, and synergy between the activities;
 - (b) concise description of activities and deliverables;
 - (c) quality of the proposed evaluation methods and indicators;
 - (d) suitable allocation of budget in relation to the objectives and scope of the activities;
 - (e) clear description of the estimated costs, accuracy and consistency between the estimated costs and deliverables;
 - (f) project organisation and management structure (including quality control and risk management);
 - Impact:
 - (a) impact of project at Union level;
 - (b) justification of the overall level of investment.

If there are two or more proposals with the same number of points in the last place of the same ranked list, then the proposal(s) which allows for diversification in terms of products or targeted markets shall be prioritised. This means that between *ex aequo* proposals, the Commission shall first select the the proposal content of which (firstly in terms of products, secondly in terms of targeted market) is not yet represented in the higher ranked proposals. If this criterion cannot be applied, then the Commission shall select first the programme which got the highest score for individual award criteria. It shall first compare the scores for 'Relevance', then for 'Impact', and finally for 'Quality'. This principle also applies *mutatis mutandis*, to merged ranked lists constituted following the reallocation of planned amounts across the call topics (see point 5(c) of this Annex).

(5) Criteria for the reallocation of the remaining planned amounts

If for a given topic there are not enough proposals on the ranked list to exhaust the whole planned amount, the remaining amount may be reallocated to other topics according to the following criteria:

- (a) the total of the remaining planned amount for the four topics for the internal market shall be allocated to the projects targeting the internal market with the highest score, irrespective of the topic for which the proposing organisations have applied;
- (b) the same approach shall be taken for the two topics for third countries;
- (c) if the planned amount is still not exhausted, the remaining amounts for both internal market and third countries shall be merged and assigned to projects with the highest score, irrespective of the topic for which the proposing organisations have applied.

The order of the ranked list shall be strictly followed.