

MINUTES FROM THE AD HOC MEETING OF THE COPA-COGECA WORKING PARTY ON THE PROMOTION OF AGRICULTURAL PRODUCTS ON 3RD JULY 2013

PRESENT: Jochum, Wierzbicki, Kicinski, Montaigu, Kam, Matousek, Ciambriello, Quadro, Valentini, Basto, Ferreira, Pavao, Martin, Gotting, Gauny, Krauze, Prieto, Fuentes, Ariza, Helander

SECRETARIAT: Benites

SUMMARY AND CONCLUSIONS

1. Elections for the positions of Chair and Vice-Chair of the Working Party on the Promotion of Agricultural Products

→ The Secretariat informed members that Mr Wierzbicki was standing for the position of Chair of the Working Party. The Secretariat then moved to hold an election by acclamation and Mr Wierzbicki was nominated as Chair of the Working Party. Mr Ciambriello stood for the position of Vice-Chair and was subsequently elected by acclamation. The Secretariat informed members that Mr Jochum had been nominated as Copa-Cogeca's candidate for the position of Chair of the Advisory Group.

2. Approval of the agenda and the minutes of the previous meeting on 10th December 2012

→ The agenda was adopted with two additional items: the first relating to an online survey from the Commission on the services and technical support for promoting agricultural products and the second referring to the sheepmeat sector's requests vis-à-vis the promotion regulation. The minutes of the previous meeting were also adopted.

3. Reform of the scheme for the promotion of agricultural products: state of play and strategy

→ **The Secretariat explained the current state of play of the reform of the European promotion policy.** The Commission was expected to publish its legislative proposal in the autumn of 2013. The FNSEA delegate asked about the promotion policy's budget. The LKÖ delegate answered that it seemed as though the Commission wanted to increase the budget. Nonetheless, he highlighted certain criticisms on the failure to use all of the available funds for promotion. The Chair stated that, with the current reform, it would be essential to ensure that all funds were used and better allocated/carried over from one year to the next in order to avoid losses. As for the target markets, the FNSEA delegate mentioned that the demand for foodstuffs and processed goods was more coming from third countries, where potential growth was still strong. The LKÖ delegate corroborated this statement, but also stressed that the large majority of

European products remain on the internal market and that competition there was becoming fiercer due to imports. Furthermore, European products had to adhere to very high production standards. In order to raise consumer awareness of this situation, it was also essential to develop an ambitious promotion policy for the internal market. The DAFC delegate explained the problems that cropped up when implementing multi-country programmes and that the reform should aim to simplify this procedure, so that there would be more of such programmes.

4. Information on the programmes approved in March 2013

→ The Secretariat informed members that 22 programmes had been adopted by the European Commission, with a total budget of €71.94 million, €35.97 million of which was financed by the Union. Six programmes targeted third countries and 16 focussed on the internal market.

5. Information on high-level missions

→ **The Secretariat explained to the Working Party that the Commission would be present at the Food and Hotel Vietnam trade fair from 24th-26th April 2013.** A discussion ensued on the Commission's initiatives in third countries. The French representative explained that the Commission visited countries where discussions on a free trade agreement were beginning. The Vice-Chair agreed that these trade missions should help to ensure that European products were better placed on these markets.

→ **The Secretariat informed members about the call for tender for a framework contract for the organisation of promotion events, high-level trade visits and communication activities in third countries.** This contract would have to be periodically renewed. This document contained indications about third country markets that were of interest to the Commission.

6. Case study: presentation of a promotion programme by a member of the Working Party

→ The DAFC delegate presented a Danish promotion campaign on pigmeat, which targeted the Chinese market. He detailed the changes in demand for meat in China, forecasts for 2030 and the opportunities presented by this market for the pigmeat sector. The issue of food security was of paramount importance in China and European products had a very good reputation there. Environmental protection was becoming an increasing concern, in contrast to animal welfare issues. The Danish delegate then went through the target groups in China and the programme's budget. Members posed various questions on the budget for tasting products and on contacts with Chinese suppliers.

7. Preparation for the meeting of the Advisory Group on Promotion of Agricultural Products on 4th July 2013 from 9:30 a.m. to 1:00 p.m.

→ The Secretariat outlined the sheepmeat sector's promotion requests and the changes in European legislation, seeing as this item had been included on the agenda for the Advisory Group meeting. An expert then cited the example of the "agneau presto" promotion campaign, which had been developed by several organisations in a number of Member States (cf. [PPA\(13\)5916 \(rev.1\)](#)).

8. A.O.B.

→ The Secretariat reminded members that the Commission's online survey on the services and technical support for promoting agricultural products had been sent to the members of the Working Party and encouraged members to send their responses to the Secretariat.