

The EU agri-food chain calls for a robust and inclusive future EU Promotion Policy

(**Brussels, 30 June 2021**) In view of the presentation of the 2022 Annual Work Programme of the EU Promotion Policy and in preparation of this policy's revision expected in the first quarter of 2022, the EU agri-food chain, represented by Copa-Cogeca, CELCAA and FoodDrinkEurope stresses its support to the EU Promotion Policy as a key tool serving European rich and diverse food culture, combining tradition and innovation.

The EU Promotion Policy has successfully delivered¹ on its primary objective of supporting the competitiveness of the EU agri-food sector and raising awareness of the quality and the high standards of production of European products. The future annual programmes and overall Promotion Policy should build on the past and current success.

This will be possible if all eligible products are equally able to apply and qualify for the promotion funding, in particular:

- No products or sectors are *a priori* excluded: all farm, food and drink products can be part of balanced diets when consumed in moderation;
- It is acknowledged that EU producers already abide by rigorous environmental protection rules and that there are several sustainable production practices.

The future EU Promotion Policy deserves an adequate budget. Given the strategic importance of this policy for the agri-food sector², it is absolutely necessary to ensure that enough funding is made available in this context, aligned with market realities and realistic growth prospects.

The agri-food sector had to face the implications of Covid19 pandemic, Brexit and trade disputes. In an increasingly competitive world market, where third countries support their respective sectors with their own promotion programmes, it is crucial to maintain a robust EU Promotion Policy in the toolkit for the recovery and reinforced competitiveness of the EU agri-food chain.

While the agri-food chain remains committed to contributing to the transition to more sustainable food systems, it calls for an EU Promotion Policy that stands strongly behind the EU farmers, traders and producers, boosting their competitiveness and celebrating the diverse offer of safe and quality products they place on the market.

¹ Source: https://ec.europa.eu/info/news/eu-agri-food-promotion-policy-increases-awareness-high-standards-eu-agri-food-products-2020-oct-14_en

² The agri-food chain accounts for 23 million employees in the European Union and in 2020 it exported to world markets for a value of almost €185 billion.



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About us:

[FoodDrinkEurope](#) represents the food and drink manufacturing industry. Made up of 291,000 businesses and 4.8 million employees, the food and drink industry buys 70% of all EU agricultural produce and is Europe's largest manufacturing industry.

[Copa and Cogeca](#) are the united voice of farmers and agri-cooperatives in the EU. Together, they ensure that EU agriculture is sustainable, innovative and competitive, guaranteeing food security to half a billion people throughout Europe. Copa represents over 23 million farmers and their families whilst Cogeca represents the interests of 22,000 agricultural cooperatives. They have 66 member organisations from the EU member states. Together, they are one of the biggest and most active lobbying organisations in Brussels.

[CELCAA](#) represents the trade in agri-food products and commodities. CELCAA members represent 25,000 trading companies.