

DRAFT

**MINUTES FROM THE MEETING OF THE COPA-
COGECA AD-HOC WORKING PARTY ON THE
PROMOTION OF AGRICULTURAL PRODUCTS ON
10TH DECEMBER 2012**

PRESENT: Jochum, Wierzbicki, Kam, Matousek, Tozzi, Ferreira, Ciambriello, Cornella, Endrodi, Montaigu, Gauny, Syvaniemi, Fernández Agustín, Eraso Ruiz, Trenzado Falcón, Martin, Börger, Wells, Tiainen, Pavao, De Santis, Coppola

SECRETARIAT: Benites

SUMMARY AND CONCLUSIONS

1. Approval of the agenda and the minutes of the previous meeting on 14th March 2011

➔ Both [PPA\(12\)8815 \(rev.1\)](#) / and [PPA\(12\)8418 \(rev.1\)](#) were approved. The Chair informed members that he was scheduled to meet with Mr Jones, a member of Commissioner Ciolos' cabinet, in order to discuss the state of play of promotion policy reform.

2. Reform of the scheme for the promotion of agricultural products

➔ The Secretariat informed members of the state of play regarding the reform, of the seminars which had been organised by Copa-Cogeca to make our position known to the Commission and members of the European Parliament, as well as the report which had been adopted by the European Parliament (amendments and results).

The Chair focussed on the EU-level promotion strategy, the budget for the promotion policy, the need to use the allocated budget effectively (i.e. to ensure that 100% of the budget is used), the number of projects accepted compared with the number of projects refused and the withheld funds following the end of the promotion campaign.

The Coldiretti delegate mentioned that the current economic situation in certain countries could be taken into account under the policy for the promotion of agricultural products, in particular by having a lower level of co-financing for these countries.

The French delegate highlighted the fact that some Member States, including France, were now more reluctant to commit to promotion campaigns because of co-financing. The Danish delegate confirmed that this was the case.

The delegate from Coldiretti pointed out that when carrying out promotion in third countries, markets registering strong growth must be targeted and that a clear and unique message was needed in order to outdo the competition. Three types of market were distinguished: markets in their opening phase after tariff barriers have been lifted which operators should be encouraged to enter by using a pro-active co-financing approach; markets in the consolidation phase where there are no longer any tariff barriers and European operators are already established; and defensive markets where the position of European operators is threatened.

Discussion on a new working document [PPA\(12\)9189 \(rev.1\)](#)

→ The Chair presented the working document on the new items to take into account for the promotion of agricultural products. This document covered the promotion of local products and short supply chains and contained more detailed proposals on simplifying the scheme, the list of permitted products, the use of brands, the implementation of multi-country programmes and the development of technical assistance for operators, notably for promotion programmes in third countries.

The French delegate highlighted the importance of meeting face-to-face, which is essential when establishing a project. The destination of high-level missions is also important and must be defined strategically.

3. Preparation for the meeting of the Advisory Group on Promotion of Agricultural Products on 11th December 2012 from 9:30 a.m. to 1:00 p.m.

→ The Chair informed members that during the Advisory Group meeting workshops would be organised in order to try to develop communication measures for EU agricultural products. The aim of these workshops would be to develop relevant communication messages for EU agricultural products. In order to prepare for these workshops, the members put forward ideas for slogans which stood for diversity, history, quality and safety.

4. Information on adopted programmes

→ The Secretariat informed members of the programmes which had been approved by the Commission in November 2012. The Chair focussed on the approval process presented by the European Milk Forum which corresponded to a multi-country programme (7 countries involved) with a specific legal structure. The issue of the administrative burden involved in multi-country programmes arose.