



Commission allocates €132 million to promote sustainable and high-quality agri-food products in the EU and worldwide

Brussels, 13 December 2024

The Commission will allocate **€132 million in 2025** to co-fund promotion activities for sustainable and high-quality EU agri-food products in the internal market and worldwide. The [2025 promotion policy work programme](#) adopted today by the Commission is designed to develop new market opportunities for EU farmers and the wider EU food industry, as well as to help them secure their existing business. Its priorities take into account the overarching objectives of sustainability and competitiveness, as well as food security, outlined in the [Political guidelines for the Commission 2024-2029](#).

The adoption of the 2025 work programme also marks **10 years of EU promotion policy. Over this period, a total of more than 600 campaigns have been co-financed by the European Commission** with their common signature – “Enjoy, it's from Europe”-, supporting the reputation of EU agri-food products within the Union and around the world.

The amounts available for programmes to be selected in 2025 are split between **promotion in non-EU countries** and **in the EU internal market**, with **€63.4 million** and **€58.6 million** respectively.

The work programme identifies regions and countries with high growth potential outside the EU as main promotion target markets. These include China, Japan, South Korea, Singapore and North America. The United Kingdom remains one of the main export markets for EU agri-food products, absorbing more than 20% of EU agri-food exports.

The budget for the EU's internal market is distributed as follows:

- Campaigns targeting the internal market will include **information and promotion** measures focused on the EU's quality schemes, in particular **Geographical Indications** (protected designation of origin (PDO), protected geographical indication (PGI) and traditional specialty guaranteed (TSG)) with an earmarked budget of €17.1 million. More than [3,500 names of agri-food products and beverages are currently protected](#), guaranteeing consumers genuine products and preserving EU's cultural and culinary heritage.
- A budget of €28.8 million is allocated to programmes aiming at increasing awareness and recognition of products farmed organically and sustainably, including with higher animal welfare standards.
- €12.7 million is ringfenced to stimulate the consumption of fresh fruit and vegetables in the context of balanced diets.

A further €10 million is set aside for actions in case of serious market disturbance, loss of consumer confidence or other problems. This budget is reallocated to programmes in third countries if unused.

Finally, the work programme also foresees a number of initiatives to be run directly by the European Commission. Such activities include promotion and information campaigns in third countries, participation in up to five major international agri-food trade fairs, the organisation of high-level missions with business delegations to third countries and the development of market entry handbooks for exporters.

Next steps

The [European Research Executive Agency](#) (REA) will launch two calls for proposals on 22 January 2025 – one for so-called 'simple' programmes, with one or more organisations from the same EU country; one for 'multi' programmes, with at least two organisations from at least two Member States, or from one or more European-level organisation. A wide range of operators, such as trade and

producer organisations and agri-food groups responsible for promotion activities are eligible to apply for funding and submit their proposals. The calls will be open for applications for a period of three months. A map of all promotion and information campaigns and an “eligibility checker” is available on the new [“Enjoy, It's from Europe” portal](#).

An information day will take place in Brussels and online on 29 and 30 January 2025. Potential beneficiaries are invited to attend to gain insights on the funding opportunities and the application process. They will have the opportunity to hear from successful beneficiaries as well as network with potential project partners.

For More Information

	Million €
SIMPLE PROGRAMMES	92
Simple programmes in the Internal market	39,1
Programmes for organic products	10
Programmes for fresh fruit and vegetables	9,1
Programmes on EU quality schemes (geographical indications, 'Outermost Regions' logo)	9
Programmes increasing the awareness of EU sustainable agriculture and animal welfare	6
Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare...) and the characteristics of EU products in terms of quality, taste, diversity or traditions (=outside EU quality schemes)	5
Simple programmes in Third Countries	47,9
China (including Hong-Kong and Macao), Japan, South Korea, Taiwan, South-eastern Asia or Southern Asia	16,3
Other geographical areas	17,3
Canada, USA, Mexico	9,3
Programmes for EU organic and sustainable products in third countries	5
Simple programmes for market disturbance/additional call for proposals	5
MULTI PROGRAMMES	40

Multi programmes in the internal market	19.5
Programmes for organic products	5.4
Programmes increasing the awareness of EU sustainable agriculture and animal welfare	7.4
Programmes for fresh fruit and vegetables	3.6
Programmes on EU quality schemes (organic, GIs, 'Outermost Regions' logo) OR Programmes highlighting the specific features of agricultural production methods in the Union (food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare...) and the characteristics of EU products in terms of quality, taste, diversity or traditions	3.1
Multi programmes in third countries	15.5
Programmes in any geographical areas outside of the EU	12.5
Programmes for EU organic and sustainable products in third countries	3
Multi programmes for market disturbance/additional call for proposals	5
Total promotion actions	132

On the selected programmes in 2024: [75 EU-funded campaigns to highlight the best of EU's agricultural products - European Commission Promotion of EU farm products - European Commission Enjoy, it's from Europe! | Enjoy it's from Europe Portal](#)
[Promotion of agricultural products - European Commission](#)

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Quote(s):

"The EU's agri-food sector is a global export powerhouse. Our products and culinary heritage are renowned all over the world, and rightly so. I am delighted that we can keep promoting them next year with a budget worth €132 million. We can be proud of the way we produce food here in the EU. "Enjoy, it's from Europe" is our brand and we need to make sure it is recognised and understood across the globe, to get the best value for our farmers and producers."
 Christophe Hansen, Commissioner for Agriculture and Food - 13/12/2024

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