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COMMISSION STAFF WORKING DOCUMENT
EXECUTIVE SUMMARY OF THE EVALUATION
of the

EU agricultural promotion policy - internal and third countries markets

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EXECUTIVE SUMMARY

The evaluation examined the effectiveness, efficiency, relevance, coherence and EU added value of the EU's reformed agricultural promotion policy, as set out in Regulation (EU) No 1144/2014. It covers the EU-28 and the period 2016 to 2019 (2016-2017 for simple and multi programmes¹).

The evaluation faced a number of inherent **challenges and limitations**, given the premature timing, diversity of programmes and own initiatives, lack of comprehensive data, and the difficulty to isolate the specific effect of promotion policy measures from the influence of contextual factors.

The conclusions indicate that the **promotion policy had a broadly positive effect** in terms of effectiveness, efficiency, relevance, coherence and EU added value, but also identify areas requiring careful attention in view of existing shortcomings and upcoming priorities.

The **monitoring and evaluation system for information and promotion programmes did not allow** to fully demonstrate the impact of the simple and multi programmes, or the efficiency of Commission own initiatives. For action taken at the Commission's own initiative, there is room to improve the definition and use of indicators to track performance and help share the lessons learnt.

Despite the limitations, **action funded by the promotion policy was considered effective in addressing the objectives**. Preliminary data gathered during the programmes indicated that support to simple and multi programmes was effective in raising the awareness and the profile of EU products, quality schemes and production standards, particularly for non-EU markets with the highest growth potential. The measures implemented through the Commission own initiatives were highly effective in paving the way to enter or expand into non-EU markets.

The promotion policy has been **implemented efficiently, albeit with differences** between the management of simple and multi programmes, as efficiency varies according to the approach to programme management (direct management being more efficient). Standardising the measurement of reporting indicators would make it easier to compare the efficiency of Commission own initiative events.

Overall, the **objectives of the policy** and its related activities **remain relevant, have clear EU added value** and there is **no major inconsistency between the EU agricultural promotion policy and other EU policies**, including the EU health, climate and environmental and development policies. However, promotion of specific product types (e.g. those which in certain circumstances can be considered as harmful to human health), production methods (e.g. those that may have a negative environmental and climate impact) and in certain markets (e.g. developing countries) will need careful attention in light of policy developments, such as the European Green Deal among others.²

¹ Simple programmes are promotion programmes run by one or more proposing organisations from the same Member State, multi programmes are promotion programmes by from at least two organisations from at least two Member States or by one or more EU-level organisations.

² The promotion policy already has the capacity to support new political priorities, such as the European Green Deal and the farm to fork strategy, as demonstrated by the 2021 annual work programme. 50% of its budget is dedicated to promotion of organic farming products, sustainability in agricultural production and consumption of fruit and vegetables in the context of balanced and proper dietary practices.

The evaluation identified room to improve the policy by:

- improving the exchange of knowledge and experience between beneficiaries,
- making greater use of the signature '*Enjoy! It's from Europe*',
- exploring links between promotion programmes and Commission own initiatives,
- improving coherence with other EU policies.