



1ST EUROPEAN SORGHUM CONGRESS

WORKSHOP

AGRICULTURAL POLICY ON SORGHUM

THE NEW PROMOTION POLICY FOR EU AGRICULTURAL PRODUCTS





A BRAND NEW PROMOTION POLICY

● 2015 reform : what's new ?

- Increased budget : **up to 200 M € by 2019**

- Internal market + third countries

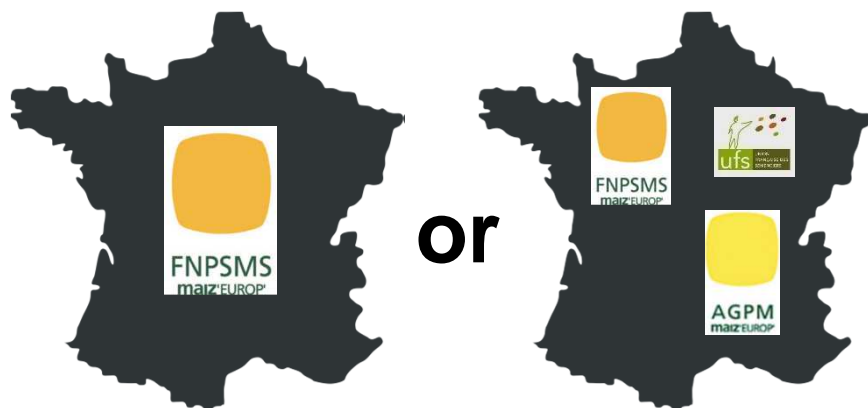
● Basic texts :

- Regulation n°1144/2014

- Delegated and Implementing acts

SIMPLE VS. MULTI PROGRAMMES

● **Simple programme :**
 one or more organisations
 of a single Member State



● **Multi programmes :**
 organisations of several
 Member States, or at least
 1 EU-level organisation





WHO CAN SUBMIT A PROPOSAL ?

- **Trade organisations**
- **Producers' organisations**
- **Agri-food bodies** with a public interest mission
 - **Representativeness criteria + recognition by the Member State to be taken into account !**


WHICH PRODUCTS CAN BE PROMOTED ?

- **All agricultural products of Annex I TFEU (excl.tobacco)**
- **Under conditions** : wine, spirits, fisheries products, certain transformed products
- **EU and national quality schemes**





SELECTION PROCESS

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- **Preparation** of application file
 - **Evaluation** by CHAFEA
 - **Implementation** of successful programmes through Member State or CHAFEA directly



ONLINE APPLICATION FILE

- **Part 1 – administrative information**
 - Detailed information on admin + financial capacity
- **Part 2 – technical information**
 - Detailed description of the proposal

PREPARE AHEAD : INCOMPLETE FILES ARE NOT ELIGIBLE !



SELECTION CRITERIA

- **Strategic priorities** (which markets, which products...) : defined each year by the Commission
- **All budgeted costs** must be **necessary, coherent, identifiable, verifiable, reasonable**



FIND MORE INFORMATION ON :

- [CHAFEA website](#)
- [DG AGRI website](#)
- **Guide for applicants: [simple](#) / [multi](#)**
- [Regulation n°1144/2014](#)
- [Delegated Regulation 2015/1829](#)
- [Implementing Regulation 2015/1831](#)