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NOTE

From:	General Secretariat of the Council
To:	Delegations
Subject:	AOB item for the meeting of the “Agriculture and Fisheries” Council on 13 July 2026: Commission’s draft 2027 Work Programme for the EU’s promotion policy for agri-food products - Information from Italy, supported by the Czechia, France, Greece, Hungary, Poland, Portugal, Romania, Slovenia and Spain

Since January 2021, the European Commission has been reviewing the policy on the promotion of agricultural products, governed by Regulation (EU) No 1144/2014, with a view to ensuring its continued relevance, effectiveness and consistency with the Union’s broader policy priorities. In this context, several adjustments have been introduced in the annual work programmes since 2021.

In particular, in December 2025, the European Commission announced a particularly significant allocation for the promotion policy for the 2026 campaign, reiterating that this instrument represents a strategic lever to raise consumer awareness of EU agricultural products, European quality schemes and the high production standards that characterise the EU agri-food sector.

On 23 June, during the meeting of the CMO Committee – Promotion, the Commission presented the initial orientations for the 2027 Annual Work Programme for horizontal European programmes promoting agri-food products. The document presented by the Commission is still under preparation and may be subject to further changes during the adoption process.

During the meeting, Member States were informed that, at this stage, the resources available for SIMPLE and MULTI programmes under the 2027 Annual Work Programme would amount to a total of EUR 112 million, representing a significant decrease compared to the EUR 160 million provided for in 2026. In particular, the budget available for simple programmes would be reduced from EUR 100 million to EUR 92 million, while a particularly significant reduction is envisaged for multi programmes, from EUR 60 million to EUR 20 million.

While we share the objectives identified by the Commission for the 2027 AWP — in particular strengthening the resilience of the agri-food sector, diversifying target markets, improving access for smaller organisations and pursuing a greater geographical balance in the participation of Member States — we consider that the projected level of resources does not appear consistent with those ambitions.

The overall reduction in resources and, above all, the planned cut to MULTI programmes, risk weakening a strategic instrument for the competitiveness of the European agri-food sector. These programmes have clear European added value, as they foster cooperation among organisations from different Member States, the creation of transnational partnerships and the coordinated promotion of the image of European agri-food products both within the Union and on external markets.

The relevance of the promotion policy is also confirmed by the concrete interest shown by the agri-food sector. In 2026, the applications submitted demonstrated a significant demand for support: in the case of simple programmes, requests largely exceeded the available budget, while for MULTI programmes they accounted for a very high share of the available resources. This confirms that the promotion policy continues to respond to a genuine need of operators and remains an essential tool to support competitiveness, awareness of quality schemes and market access.

The projected reduction in resources could negatively affect the ability of the promotion policy to support market diversification, strengthen the resilience of operators and accompany the European agri-food sector in a global context marked by increasing volatility, geopolitical instability and strong competitive pressure. Furthermore, a significant reduction in promotion opportunities could entail not only economic but also social repercussions, particularly in rural areas, where agri-food supply chains are an essential driver of development, employment and value creation.

For these reasons, we invite the Commission to further reflect on the financial allocations envisaged for the 2027 Annual Work Programme, taking due account of the need to preserve the effectiveness and ambition of the Union's promotion policy.

In particular, we consider it necessary to ensure adequate resources for both SIMPLE and MULTI programmes, enabling European agri-food operators to address current challenges, remain competitive on international markets and contribute to the overall resilience of the sector. As regards MULTI programmes, in view of their clear European added value, it is particularly important to avoid such a sharp reduction in financial resources and to preserve, as far as possible, a level of funding closer to that provided for in 2026.

We therefore ask the Commission to reconsider the allocations envisaged for 2027 and to explore every possible margin to maintain a financial allocation that is adequate, stable and consistent with the strategic objectives of the European Union's promotion policy.
