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Press Release

EU FARM LEADERS CALL FOR MAJOR IMPROVEMENT IN EU PROMOTION POLICY OF AGRICULTURAL PRODUCTS

EU Farm Leaders called for a major improvement in the EU's promotion policy for agricultural products, with a boost in funds, in a position paper on reform of the regime approved today.

Speaking in Brussels, Copa-Cogeca Secretary-General Pekka Pesonen insisted "Promotion of agricultural products is a key policy and will play an increasingly important role in the future Common Agricultural Policy (CAP). As borders open up, it is more important than ever to promote EU farm products on domestic markets, in order to inform consumers about the EU's high quality goods and production standards. In 2008, over 85% of EU agricultural and agri-food production was sold on the internal market. An ambitious EU promotion policy will also help the EU to maintain and increase its market shares in non-EU countries, in an increasingly competitive market place".

"Copa-Cogeca consequently urges EU politicians to step up the EU's promotion policy substantially. Administrative requirements must be simplified and the process for selecting programmes needs to be improved. In addition, there needs to be greater transparency and coordination between member states and the EU Commission, to make the programmes more effective".

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