

(English version)

**Question for written answer E-001488/24
to the Commission
Alexander Bernhuber (PPE)
(7 August 2024)**

Subject: Promotion of direct marketing and regional products

The promotion of direct marketing and regional products helps to strengthen the local economy.

1. What initiatives is the Commission planning to promote the direct marketing and sale of regional products in the EU?
2. Are any specific measures in place to reduce red tape in this domain?
3. How will the Commission ensure that regional products remain competitive vis-à-vis imported products?

Submitted: 8.8.2024

**Answer given by Mr Wojciechowski on behalf of the European Commission
(24 September 2024)**

1. The Common Agricultural Policy (CAP) provides support instruments for the promotion of regional products. Member States may, through their CAP Strategic Plans (CSPs), support investments in processing and marketing of agri-food products and non-agricultural activities. CAP supports cooperation for short supply chains or the participation in and promotion of quality schemes with links to the territory as well as to a traditional know-how. Similar tools could be also supported by Leader ⁽¹⁾, on a territorial level through a bottom-up approach. Design and implementation of those tools is defined by Member States in their CSPs.

Setting up an inductive framework for the development of short supply chains initiatives could be considered as part of further measures to strengthen the position of farmers in the supply chain, which the Commission announced in March 2024 ⁽²⁾.

2. There is no specific administrative burden for direct marketing and sale of products as they do not need any prior authorisation, and the Commission has no intention of changing this situation.

3. The CAP can help improve farmer's competitiveness in the EU internal market, including vis-a-vis imported products, by better integrating them into the agri-food chain through quality schemes, adding value to agricultural products, promotion in local markets and short supply circuits, and supporting producer groups and inter-branch organisations.

⁽¹⁾ https://ec.europa.eu/enrd/leader-clld_en.html

⁽²⁾ https://ec.europa.eu/commission/presscorner/detail/en/ip_24_1493