

EN

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Answer given by Mr Hansen
on behalf of the European Commission
(25.2.2026)

The 2026 Commission work programme¹ for the promotion of agri-food products, adopted by the Commission on 15 December 2025, allocated EUR 205 million for co-funding of promotional activities for Union agri-food products and quality schemes, in both the internal market and in third countries. It contains a series of measures with accompanying financial resources to promote high-quality European agri-food products and is open to farmers' organisations who wish to promote their products on international markets. The 2026 programme is the highest allocation ever dedicated to enhancing awareness of European agricultural products and quality schemes. Of this envelope, EUR 160 million will be disbursed in grants to co-fund programmes by producer groups and other agri-food trade bodies², while EUR 45 million will be used by the Commission to promote Union agri-food products in the internal market and in third countries.

Based on the 2026 work programme, the Commission will carry out the following activities: a new 'European Food Campaign' as announced by the President of the Commission in the 2025 State of the Union address, across all Member States; two high-level missions³, to Thailand and Mexico, to facilitate market access, establish business contacts and enhance the image of Union products; participation with EU pavilions at major international trade fairs (FOODEX Japan⁴, FHA Singapore⁵, THAIFEX Anuga⁶, ANUGA India⁷, FHC China⁸) and the organisation of promotion campaigns in third countries (South Korea, China, Japan, India, the US, and the UK); and preparation of Market Entry Handbooks for agri-food producers planning for, or in the process of entering, the third country market (for Thailand, Mexico, Canada, Egypt, South Korea and Colombia).

¹ https://commission.europa.eu/strategy-and-policy/strategy-documents/commission-work-programme/commission-work-programme-2026_en.

² The 2026 Calls for proposals were launched on 22 January 2026 - https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products-0/calls-proposals-promotion-agricultural-products_en.

³ Between 25 and 29 May 2026, a high-level mission to Thailand will take place. The date for a high-level mission to Mexico is yet to be confirmed.

⁴ <https://foodex.jma.or.jp/en/>.

⁵ <https://www.singaporeexpo.com.sg/what-s-on/events-expo/food-n-hospitality-2026>.

⁶ <https://thaifex-anuga.com/>.

⁷ <https://anuga-india.com/>.

⁸ <https://www.fhcchina.com/en>.