

(English version)

**Question for written answer E-000573/26
to the Commission
Ciaran Mullooly (Renew)
(11 February 2026)**

Subject: Request for information on EU promotional campaigns

The Commission has provided significant marketing funding under the Promotion of Protein Meats budget to the Irish Government and other Member States. This funding has greatly benefited farmers and the meat industry and has also informed the wider public of the nutritional benefits of meat consumption.

For example, there is funding of EUR 3.46 million for beef and lamb campaigns. These campaigns are coordinated by the Irish food board, *Bord Bia*, which has members of all stakeholders on its board who also co-fund the marketing campaigns.

In this context, the Commission is asked:

1. Are only EU-produced products eligible for this marketing funding?
2. Can products that are produced outside of the EU be considered eligible for promotional funding?
3. Is there an EU monitoring process in place to ensure that only EU-produced meat is funded?

Submitted: 11.2.2026

**Answer given by Mr Hansen on behalf of the European Commission
(19 May 2026)**

Promotion funding is intrinsically linked to the promotion of EU-origin. The general objective of the information provision and promotion measures under the EU promotion policy for agricultural products is to enhance the competitiveness of the EU agricultural sector (Article 2 Regulation (EU) 1144/2014⁽¹⁾). Only EU-produced products are eligible for this funding. Products that are produced outside of the EU are not eligible.

The information provision and promotion measures aim to increase consumers' awareness of the merits of the EU agricultural products and production methods, and of its quality schemes; increase the competitiveness and consumption of EU agricultural products, raise their profile both inside and outside the EU and increase their market share.

Furthermore, implementing Regulation⁽²⁾ (EU) 2015/1831 establishes strict requirements for the mention of European origin in all information and promotional materials (Article 2).

As in other sectors, origin is determined in accordance with the established non-preferential rules of origin. The indication of the country of origin of agricultural and food products is laid down in EU law, as reflected in Regulation (EU) 1308/2013, and further specified in relevant secondary legislation.

As stipulated in Article 14 of Regulation (EU) 1144/2014, Member State authorities are responsible for the proper implementation of so called simple programmes (submitted by one or more organisations in a single Member State), including their monitoring and control.

⁽¹⁾ Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008.

⁽²⁾ Commission Implementing Regulation (EU) 2015/1831 of 7 October 2015 laying down rules for application of Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in the third countries.