

EN

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Answer given by Mr Hansen
on behalf of the European Commission
(1.6.2026)

The Commission aims at a geographic balance among beneficiaries of promotion programmes for agricultural products (AGRIP) and undertakes significant efforts towards this goal. Among these, outreach efforts are continuous stakeholder dialogue, multilingual information provision and letters addressed to national authorities.

1. AGRIP has its general objective defined in the relevant basic act¹ as enhancing the competitiveness of the Union agricultural sector. In relation to this objective, the Commission believes that effective mechanisms need to be put in place, which ensure that high-quality promotion programmes are being implemented. Competitive calls for proposals, rather than national (pre-)allocations are deemed as a suitable means to such end. However, the Commission is considering ways to build capacity in Member States that have historically been underrepresented among AGRIP beneficiaries.

2. The relevant basic act defines increasing the awareness and recognition of Union quality schemes, including geographical indications (GIs), as a specific objective for AGRIP.² AGRIP annual work programmes include different calls for proposals. Calls focused on GIs are only one of several focus areas. In the last annual work programme for 2026, EUR 13.1 million were programmed with a focus on GIs out of a total of EUR 100 million for simple programmes, whereas EUR 7 million were programmed with an optional focus on GIs out of a total of EUR 60 million for multi programmes. As regards the eligibility criteria, the Commission points out that criteria were simplified and the requirement for agri-food sector bodies to demonstrate representativeness through membership was removed under certain conditions³.

¹ Article 2 (1) of Regulation (EU) No 1144/2014 of 22 October 2014.

² Article 2 (2) point (c) of Regulation (EU) No 1144/2014 of 22 October 2014.

³ Article 1 of Commission Delegated Regulation (EU) 2025/70 of 21 November 2024 amending Delegated Regulation (EU) 2015/1829.