

(English version)

**Question for written answer E-001416/26
to the Commission
Alexander Bernhuber (PPE)
(8 April 2026)**

Subject: Complexity of the AGRIP application process and dependence on external consultancies

Despite successive reforms, the Promotion of Agricultural Products (AGRIP) application process remains highly complex. The required documentation effectively excludes eligible organisations unless they engage costly external agencies.

1. Is the Commission aware that many potential applicants from smaller Member States refrain from applying due to the disproportionate administrative burden and does it monitor the proportion of successful applications prepared with support from external consultancies?
2. What concrete measures does the Commission plan to introduce to simplify the programme and make it accessible without external professional support?

Submitted: 8.4.2026

**Answer given by Mr Hansen on behalf of the European Commission
(4 June 2026)**

Simplification is a priority for the Commission that it also pursues in the field of promotion programmes for agricultural products (AGRIP). In 2024 and 2025, several activities were undertaken such as publishing new guidelines and further frequently asked questions. Additionally, the Commission has amended the relevant delegated act ⁽¹⁾ and is currently working on amending the implementing act.

1. The Commission is aware that in some cases potential applicants have refrained from submitting applications on account of the perceived related burdens. As for the involvement of external consultancies in the drafting of proposals, the Commission does not monitor this, as a possible involvement is normally not disclosed.
2. The submission of proposals in response to calls for proposals under AGRIP does not require to make use of external professional support services. The Commission is, however, aware that some proposing organisations chose to make use of external consultancies to assist with the drafting of proposals. Simplification efforts undertaken by the Commission include the provision of information products and outreach activities relevant to potential applicants as described, and notably also the yearly AGRIP info days that provide advice on successful proposal-writing. Furthermore, as indicated in replies E-1414/2026 and E-1415/2026, the Commission is considering ways to build capacity in Member States that have historically been underrepresented among AGRIP beneficiaries.

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