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E-001930/2026

Answer given by Mr Hansen
on behalf of the European Commission
(19.6.2026)

The Commission acknowledges the importance of simplifying and ensuring access to EU funding for promotion programmes for agri-food products from vulnerable regions. The Commission has undertaken several initiatives to this end, such as publishing improved guidelines and frequently asked questions, and strengthening outreach, in particular by organising live-streamed info days in Brussels and encouraging similar initiatives in Member States. The amendment to the relevant Delegated Act¹ in 2024 removed the representativeness requirement through membership for agri-food sector bodies. The Commission is considering other changes soon that will further improve support for applicants. These efforts aim to reduce the potential applicants' concerns about burden and encourage participation from all Member States, including those that have historically been underrepresented.

The Commission is also considering measures to strengthen applicants' ability in these Member States to design and deliver high-quality proposals, including technical support to improve understanding of relevant Union rules for programme development and implementation.

Additionally, the Commission recognises the need for better representation of small and medium-sized producers and is exploring ways to improve their access to promotion funding. These measures align with the EU's objectives of enhancing the competitiveness of the agricultural sector and supporting the economic development of vulnerable regions.

¹ Commission Delegated Regulation (EU) 2025/70 of 21 November 2024 amending Delegated Regulation (EU) 2015/1829 supplementing Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products: https://eur-lex.europa.eu/eli/reg_del/2025/70/oj.