

(English version)

**Priority question for written answer P-002789/26
to the Commission
Anna Maria Cisint (PFE)
(6 July 2026)**

Subject: Need to restore and deploy resources to promote the European agri-food industry

The Commission's recent proposal to cut the resources earmarked for European agri-food promotion policy, provided for in the 2027 work programme, halving funding levels from EUR 205 million to EUR 112 million, is completely at odds with what the institution had said thus far. Statements about the objectives of the farm to fork strategy — on the need to launch an ambitious information campaign geared towards the public on the importance of adopting a healthy diet, based on the Mediterranean model, and of buying locally sourced products and products from short supply chains, to the clear benefit of Europeans' health — are now being shelved. Support for local products is actually a strategic investment to protect our farm businesses from an influx of unregulated products from international markets.

In the light of the above:

1. Will the Commission assess the need to increase the resources earmarked for promoting the European agri-food sector, in line with the objectives that it proposed itself under the farm to fork strategy?
2. Will it also bolster European food sovereignty by means of a targeted campaign to protect businesses and the consumption of products grown in the EU?

Submitted: 6.7.2026

**Answer given by Mr Hansen on behalf of the European Commission
(30 July 2026)**

The Commission considers the promotion of EU agri-food products to be an important investment in the long-term competitiveness, resilience and consumer awareness of the Union's agri-food sector.

In this context, the Commission recalls its broader policy objectives concerning sustainable food systems and support for the agri-food sector. This is reflected in its Vision for Agriculture and Food ⁽¹⁾.

The mid-term revision of the 2021-2027 Multiannual Financial Framework agreed by the European Council in February 2024, resulted in a reduction in direct expenditure in the Common Agricultural Policy, which severely affected the budgetary availabilities for the direct management component of the promotion policy.

Having said this, the allocation for 2027 remains subject to possible adjustments to be proposed in the Amending Letter to the Draft EU Budget 2027. The final amounts will only be confirmed in October 2026, once the Amending Letter has been adopted.

The Commission considers that sufficient financial resources are essential to sustain the role of promotion programmes over time and will continue to explore feasible options within the budgetary procedure, while fully respecting the prerogatives of the budgetary authority.

The Commission also recalls that EU promotion policy already supports the promotion of EU-origin agricultural products. Under Regulation (EU) No 1144/2014 ⁽²⁾, the general objective is to enhance the competitiveness of the EU agricultural sector, and only EU-produced products are eligible for this support.

The policy therefore already contributes to strengthening the position of Union producers and to increasing awareness and consumption of EU agricultural products.

⁽¹⁾ https://agriculture.ec.europa.eu/overview-vision-agriculture-food/vision-agriculture-and-food_en.

⁽²⁾ <https://eur-lex.europa.eu/eli/reg/2014/1144/oj/eng>.