



1ST EUROPEAN SORGHUM CONGRESS

WORKSHOP

AGRICULTURAL POLICY ON SORGHUM

THE NEW PROMOTION POLICY FOR EU AGRICULTURAL PRODUCTS





● 2015 reform : what's new ?

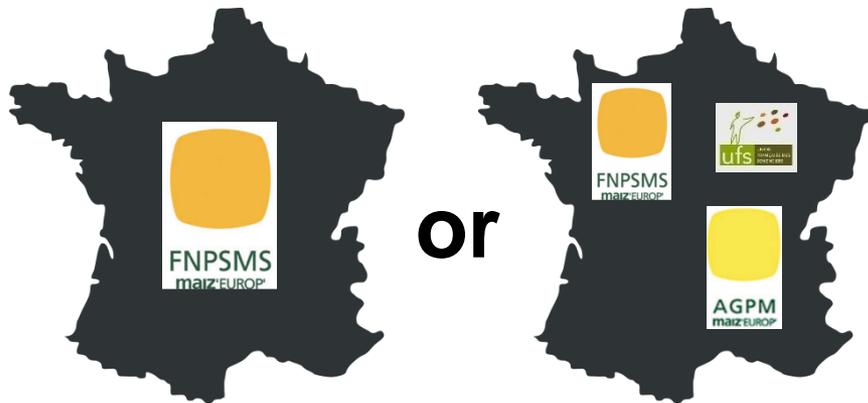
- Increased budget : **up to 200 M € by 2019**
- Internal market + third countries

● Basic texts :

- Regulation n°1144/2014
- Delegated and Implementing acts

SIMPLE VS. MULTI PROGRAMMES

- **Simple programme :**
one or more organisations
of a single Member State



- **Multi programmes :**
organisations of several
Member States, or at least
1 EU-level organisation





WHO CAN SUBMIT A PROPOSAL ?

- **Trade organisations**
- **Producers' organisations**
- **Agri-food bodies** with a public interest mission
 - **Representativeness criteria + recognition by the Member State to be taken into account !**

WHICH PRODUCTS CAN BE PROMOTED ?

- **All agricultural products of Annex I TFEU (excl.tobacco)**
- **Under conditions** : wine, spirits, fisheries products, certain transformed products
- **EU and national quality schemes**





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- **Preparation** of application file
 - **Evaluation** by CHAFEA
 - **Implementation** of successful programmes through Member State or CHAFEA directly

● **Part 1 – administrative information**

- Detailed information on admin + financial capacity

● **Part 2 – technical information**

- Detailed description of the proposal

PREPARE AHEAD : INCOMPLETE FILES ARE NOT ELIGIBLE !

- **Strategic priorities** (which markets, which products...) : defined each year by the Commission
- **All budgeted costs** must be **necessary, coherent, identifiable, verifiable, reasonable**

FIND MORE INFORMATION ON :



- [CHAFEA website](#)
- [DG AGRI website](#)
- **Guide for applicants: [simple](#) / [multi](#)**
- [Regulation n°1144/2014](#)
- [Delegated Regulation 2015/1829](#)
- [Implementing Regulation 2015/1831](#)