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# Press Release

## Agri food chain partners discuss and share best practices on implementation of new EU promotion policy for agri-food products at high level Seminar

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Celcaa, FoodDrinkEurope, SACAR and Copa and Cogeca held a high-level Seminar in Brussels today to discuss the new EU promotion policy for agri-food products which is entering into force on 1 December 2015.

Agri-food chain partners believe that this new ambitious and improved policy looks promising as it will simplify administrative procedures and reduce red tape for the industry, which was one of the key elements that needed to be improved. A positive step forward is the increased budget for this new policy, especially with the Russian ban on agri-food products hitting the sector significantly. The new policy has great potential to help the EU diversify into new markets, enhance competitiveness and raise awareness of high quality European products. For all those reasons, it is essential for the agri-food chain to get a better understanding of how the policy will work in practice.

The Seminar brought together over 160 participants from across the agri-food chain with high-level presentations from the EU Commission and the Consumer, Health, Agriculture and Food Executive Agency (CHAFEA) showing how the new policy will work in practice. Successful examples of past programmes were also presented, showing, for instance, how to best promote potatoes, lamb, flowers, meat and dairy products on the domestic and non-EU country markets. New ways of communicating messages through social media and relevant marketing tactics were also explored. The Seminar marked the first step in building a dynamic, professional network to encourage the preparation of multi-country promotion programmes in the future.

### CELCAA

CELCAA, founded in 1979, is the EU umbrella association representing EU organisations covering the trade in cereals, grains, oil, animal feed, wine, meat and meat products, dairy and dairy products, eggs, egg products, poultry and game, tobacco, spices etc. CELCAA's main objectives are to facilitate understanding of European decision-makers and stakeholders on the role played by the European traders in agri-commodities; to act as a platform of dialogue and communication with the European Institutions and to encourage public and general interests in agri-trade issues [www.celcaa.eu](http://www.celcaa.eu)

### Copa and Cogeca

THE VOICE OF EUROPEAN FARMERS AND EUROPEAN AGRI-COOPERATIVES

Copa-Cogeca is the united voice of farmers and agri-cooperatives in the EU. Together, they ensure that EU agriculture is sustainable, innovative and competitive, guaranteeing food security to half a billion people throughout Europe. Copa represents over 13 million farmers and their families whilst Cogeca represents the interests of 38,000 agricultural cooperatives. They have 70 member organisations from the EU member states. [www.copa-cogeca.eu](http://www.copa-cogeca.eu)

**FoodDrinkEurope**

FoodDrinkEurope represents Europe's food and drink industry, Europe's largest manufacturing sector in terms of turnover, employment and value added. FoodDrinkEurope works with European and international institutions, in order to contribute to the development of a legislative and economic framework addressing the competitiveness of industry, food quality and safety, consumer protection and respect for the environment. FoodDrinkEurope's membership consists of 25 national federations, including 2 observers, 26 European sector associations and 19 major food and drink companies. For more information on FoodDrinkEurope and its activities, please visit: [www.fooddrink europe.eu](http://www.fooddrink europe.eu)

**SACAR**

SACAR (Joint Secretariat of Agricultural Trade Associations – [www.sacar.be](http://www.sacar.be)) is the umbrella organisation of 3 EU & international agri-food trade associations, namely Assuc, Frucom and Union Fleurs (International Flower Trade Association – [www.unionfleurs.org](http://www.unionfleurs.org)). SACAR also hosts FSI – the Floriculture Sustainability Initiative and works in close cooperation and partnership with FRESHFEL Europe (European Fresh Produce Association – [www.freshfel.org](http://www.freshfel.org)), EUROPATAT (European Potato Trade Association – [www.europatat.eu](http://www.europatat.eu)) and ESSA (European Sprouted Seeds Association) within a shared office environment.