From: Bruno Menne

Sent: 13 January 2021 19:38

To: janusz.wojciechowski@ec.europa.eu

Cc: nathalie.sauze-vandevyver@ec.europa.eu; christina.gerstgrasser@ec.europa.eu

Subject: Follow up on today’s meeting on the 2021 Annual Work Programme and the revision of the Promotion Policy

Dear Commissioner,

On behalf of all the organisations that participated to this morning meeting (AREFLH, AVEC, CELCAA, CLITRAVI, COPA-COGECA, EDA, EFFAB, EUROPATAT, FRESHFEL and UNION FLEURS), we would like to thank you for taking the time to meet with us to discuss the 2021 Annual Work Programme (AWP) as well as the revision of the Promotion Policy.

Following this meeting, we would like to underline that we fully agree with you that it would have been more judicious to hold this meeting prior to the final decision regarding the 2021 AWP. Indeed, all the organisations present today sent a request for such a meeting in a joint letter sent to you on December 1st 2020, more than two weeks before the final decision on the 2021 AWP (see joint letter enclosed). Furthermore, we also would like to insist on the fact several of our organisations requested to discuss the 2021 AWP during the Promotion and Quality CDG on November 5th, as well as through various formal and informal contacts with the DG AGRI Promotion Unit since September 2021. However, this discussion was always refused based on the argument that the 2021 AWP was still under inter-service review. When the inter-service review was finally over at the end of November, we have never been given the opportunity to discuss the text with the Commission till today’s meeting.

We fully understand that with our busy schedules it is not always easy to find some time to set a meeting. However, we firmly believe that when drafting a policy it is essential to consult and discuss with the main stakeholders that will be impacted by such policy, especially if they request it. This was not the case for the 2021 AWP. Nevertheless, following our exchange with you this morning, we are confident that we will be fully involved for the 2022 AWP as well as the general revision of the Promotion Policy. Please find enclosed for your information a list of the main points we have presented during today’s meeting that we believe are important to take into account when drafting the 2022 AWP.

Regarding tomorrow’s inter-cabinets meeting on the revision of the Promotion Policy and the possible exclusion of products from animal origin, we were pleased to hear that you fully agree with us that all products should be included in the Promotion Policy. Indeed, this is the only way possible if we are to incentivize the improvement of the production sustainability of such products. We thus hope that your cabinet will strongly defend this position tomorrow and we also believe that it is essential for the DG AGRI to be the lead in these discussions. Finally, we would like to inform you that we are at your full disposal to support you in any way we can in the context of these discussions with other DGs.

We thank you for your time and consideration and are looking forward to a fruitful collaboration with you.

Best regards,

On behalf of the following organisations:

AREFLH - The Assembly of European Fruit, Vegetable and Horticultural Regions

AVEC – Association of Poultry Processors and Poultry Trade in the EU countries

CELCAA - European Liaison Committee for Agricultural and Agri-Food Trade

CLITRAVI - Liaison Centre for the Meat Processing Industry in the European Union

COPA-COGECA - The united voice of farmers and their cooperatives in the European Union

EDA - European Dairy Association

EFFAB - European Forum of Farm Animal Breeders

EUROPATAT - European Potato Trade Association

FRESHFEL - European Fresh Produce Association

UNION FLEURS - International Flower Trade Association

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