



PRESS RELEASE

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CELCAA SUPPORTS COMMISSION PROPOSAL ON REFORM OF PROMOTION BUT CALLS FOR IMPROVEMENTS

CELCAA, the European umbrella representing the trade in various agricultural products, welcomed the proposed reform of the promotion policy put forward by the Commission end of 2013. The proposal goes into the right direction, especially when it comes to the overall budget of the promotion policy, the target to third countries experts and simplification procedures.

However, there is the opportunity for further improvements to meet the objective of supporting the competitiveness of EU products in the internal market and in third countries' market. In particular, CELCAA calls for the re-introduction of the optional opportunity for Member States to co-finance multi-countries / multi-products programme. In addition, some promotion measures on the internal market should also be possible under the reform. Finally, relevant operators and sectors should be associated in the elaboration of the EU strategic priorities.

Paul Rooke, President CELCAA, stated: "*The budget for the promotion programme is ambitious, which provides a very clear signal to operators of the high ambition for promotion. Co-financing in case of multi-products and/or multi-countries programmes that support the European dimension, European products and contribute to strong budgets should not be prevented.*"

CELCAA is an 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, poultry and game, tobacco, spices and general produces. Members include CEEV, CIBC, COCERAL, EUCOLAIT, EUWEP, GAFTA EU, UECEBV, FETRATAB. 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.

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