



## **PRESS RELEASE**

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### **CELCAA WELCOMES AGREEMENT AMONGST THE EU INSTITUTIONS ON PROMOTION POLICY, TARGETING IN PARTICULAR THIRD COUNTRIES' MARKET**

CELCAA, the European umbrella representing the trade in various agricultural products, welcomes the political agreement reached amongst Commission, Council and Parliament, on the reform of the promotion policy.

CELCAA welcomes the clear ambition to target growing third countries' markets, with 80% of selected simple programme and multi programmes in third countries being co-financed by EU funds. CELCAA also welcomes the simplification in terms of process for proposing organisations, with a new centralized procedure at EU level, while maintaining the role of advisor and support of Member States.

Paul Rooke, President CELCAA, stated: *"As the trade body in agri-commodities and agri-food, CELCAA very much welcomes the agreement reached on promotion, especially as it provides a strong signal to agri-food operators: not only simplification of promotion policy which will cut the administrative burden, but also a strong emphasis on external markets. With TTIP, CETA, EU-Japan FTA negotiations on the way, to name just a few, exporting markets are growing and the potential for exports of EU agri-products is there. EU operators will definitely seize these opportunities"*.

*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, UECBV, 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.*

## **ENDS**

### **For further information:**

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