



Ref. LETTER(26)01597[1]

Mr. Christophe Hansen
 European Union Commissioner
 for Agriculture and Food
 Rue de la Loi, 200
 BE - 1049 Brussels

Brussels, 3rd July 2026

RE: Provisional promotion policy budget for 2027

Dear Commissioner Hansen,

We the 15 undersigned organisations are writing to express our deep concern regarding the provisional allocation for the 2027 EU promotion policy budget.

The proposed envelope of €112 million represents a reduction of more than 45% compared with the €205 million allocated for 2026. It would not only erase the progress made in recent years but would also bring the budget below the 2025 level of €120 million and significantly below the €185.9 million available in 2024. Particularly concerning is that the overwhelming share of the reduction falls on the MULTI programmes, which deliver the strongest European added value by bringing together organisations from several Member States in truly European campaigns.

This proposal is difficult to reconcile with the Commission's own recent commitment to strengthening agricultural promotion. Only a few months ago, the 2026 budget was presented as a record investment and a clear demonstration of the EU's support for the agri-food sector. A reduction of this magnitude so soon afterwards risks undermining confidence in the stability of the policy and weakens the predictability that operators require to develop ambitious, MULTI programmes.

The timing is equally problematic considering the evolving trade context. Promotion policy is one of the principal instruments available to help EU operators differentiate their products, strengthen their market position and ensure that trade agreements translate into genuine commercial opportunities. Reducing this support at such a critical moment sends an inconsistent signal.

This contradiction is reinforced by the Commission's own assessment of the current geopolitical environment. The Commission has repeatedly underlined the importance of diversifying export



markets, strengthening the resilience of the EU agri-food sector and reducing dependence on a limited number of destinations. It has also recognised that market disruptions may become more frequent, requiring greater preparedness and crisis support. While these objectives demand a stronger promotion policy to help EU operators access and establish themselves in new markets, the proposed 2027 budget would reduce investment in that very instrument to its lowest level in recent years.

The proposed allocation is particularly damaging for export promotion. Funding available for third country MULTI programmes would fall from €18 million to just €5 million, a reduction of more than 70%. This contrasts sharply with the Commission's continued investment in high-level agri-food diplomatic missions aimed at opening new markets and expanding export opportunities. Without adequate promotion funding, these diplomatic efforts cannot achieve their full potential.

Beyond its direct benefits to the agri-food sector, the EU promotion policy generates wider economic value across the EU, €172 of additional exports for every €1 spent on export promotion. By strengthening exports, increasing demand for EU products and reinforcing the reputation of the EU's high production standards, promotion programmes support employment and growth throughout the food supply chain, from processors and manufacturers to logistics providers, retailers, tourism and hospitality. Increased exports also contribute positively to the EU's trade balance and create economic activity in rural and urban areas alike. Promotion funding is not simply sectoral support but a strategic investment that delivers returns for the broader EU economy.

The reduction is also difficult to justify in view of the consistently high demand for promotion funding. Each year, the calls attract significantly more quality applications than can be supported. Lowering the budget would inevitably result in the rejection of well prepared, high-quality projects that are ready for implementation, thereby reducing the overall effectiveness of the policy.

Furthermore, 2027 represents the final year of the current financial framework and should provide continuity as the EU prepares the next CAP. Instead of ensuring a stable transition between programming periods, the proposed budget creates an abrupt funding gap that risks disrupting long-term promotion strategies and partnerships.

Finally, while the proposed savings are relatively modest in the context of the overall CAP budget, the consequences for the sector would be disproportionate. The reduction would weaken the competitiveness of EU agriculture, diminish support for quality schemes and geographical indications and reduce the visibility and value of the "*Enjoy, it's from Europe*" brand, which has become an important symbol of the quality, sustainability and diversity of EU agricultural products.

For these reasons, we respectfully urge the Commission to reconsider the proposed allocation for 2027 and to restore the budget to at least €205 million, that reflects the strategic importance of agricultural promotion for the competitiveness, resilience and long-term success of the EU agri-food sector.

Yours faithfully,

On behalf of

AREPO – The Association of European Regions for Products of Origin

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

CEEV – Comité Européen des Entreprises Vins



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CELCAA - The voice of the European traders in agri-food and commodities
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
EFOW – European Federation of Origin Wines
FoodDrinkEurope – Organisation of Europe’s food and drink industry
FRESHFEL EUROPE – European Fresh Produce Association
IBC – International Butchers’ Confederation
OriGIn EU – The EU Office of the Organization for an International Geographical Indications Network
SELMA – Sustainable European Livestock & Meat Association
SpiritsEUROPE – European representative body for producers of spirit drinks
UECBV – European Livestock and Meat Trading Union

