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NOTE

From:	General Secretariat of the Council
To:	Delegations
Subject:	Promotion of agricultural products – 2026 calls for proposals - Presentation by the Commission

With a view to the meeting of the Special Committee on Agriculture on 12 January 2026, the annex to this document contains a background note from the Commission services for the AOB item on the promotion of agricultural products.

2026 Work Programme on information provision and promotion measures concerning agricultural products

Following the positive vote in the Committee for Common Organisation of Agricultural markets on 21 November, the 2026 Work Programme was adopted by the European Commission on 17 December 2025.

The 2026 Work Programme allocates **€205 million for information provision and promotion programmes and measures on the initiative of the Commission**, which is the highest ever budget envelope.

Information provision and promotion programmes will be co-funded by the Commission up to €160 million, which includes €100 million for simple programmes and €60 million for multi programmes. They will continue to support the promotion of agricultural and food products in the internal market and in third countries, in particular:

- EU quality schemes (including organic production) and national quality schemes;
- products with sustainable production methods;
- consumption of fresh fruit and vegetables and balanced diets;
- products highlighting specific features of agricultural methods in the Union and characteristics of the agricultural and food products.

Measures on the initiative of the Commission will have a €45 million budget, of which €35 million for a ‘Buy European Food’ campaign. The measures consist of agri-food economic diplomacy activities such as business delegation visits (high-level missions and targeted business missions) in third countries, promotion campaigns, participation in trade fairs and exhibitions of international importance by means of stands and operations aimed at enhancing the image of Union products.

A key measure is a new **campaign on EU food** to be launched in 2026, as announced by President von der Leyen in her State of the Union address of 10 September. The campaign is designed to enhance trust in the quality and production methods of EU agri-food and improve consumer understanding of European farming across all 27 Member States.

The European Commission is organising **Info Days on the 2026 calls for proposals** on **27-28 January 2026**. Registrations are now open via the event webpage: [Promotion of Agricultural Products: Info Days 2026](#).

The calls will be published on **22 January 2026**, with a deadline for applicants to submit their proposals by **23 April 2026**, at the following link: [Calls for proposals - Promotion of agricultural products - European Commission \(europa.eu\)](#).

We hope that interested parties will be able to join us for the Info Days and count on you to share this information with them.
