

## Slovensko gospodarsko in raziskovalno združenje, Bruselj

**Občasna informacija članom 170 – 2017**

**20. november 2017**

**Sredstva za promocijo evropskih kmetijsko-prehrambnih izdelkov v letu 2018**

***Evropska komisija bo v letu 2018 za promocijo evropskih kmetijsko-prehrambnih izdelkov razdelila 179 milijonov evrov, piše v pravkar sprejetem programu dela za leto 2018. Ta sredstva namerava razdeliti v glavnem za promocijo na trgih, kjer je največ možnosti za rast. Znotraj EU bo podprla promocijske kampanje za informiranje potrošnikov o različnih shemah kakovosti, organsko pridelanih živil, izdelkov z Zaščiteno označbo porekla (ZOP), Zaščiteno geografsko označbo (ZGO) in imajo znak Zajamčena tradicionalna posebnost (ZTP). Razpisi bodo objavljeni januarja 2018.***

Med sektorji bo sofinanciranje osredotočeno za trajnostno rejo ovac in koz, na promocijo zdravega prehranjevanja, za povečanje uživanja sadja in zelenjave, da bi omilili posledice embarga Rusije za uvoz sadja in zelenjave iz EU.

**Tabela 1: Razrez sredstev za enostavne programe**

|  |  |  |
| --- | --- | --- |
| **SIMPLE PROGRAMMES** | % | €m |
| Focused on the EU | 20% | 20 |
| TOPIC 1. Programmes on EU quality schemes | 55% | 11 |
| TOPIC 2. Programmes highlighting the specific features of agricultural methods in the EU and the characteristics of EU agri-food products | 35% | 7 |
| TOPIC 3. Programmes on sustainable sheep/goat meat | 10% | 2 |
| Focused on non-EU countries | 75% | 75 |
| TOPIC 4. China, Japan, South Korea, Taiwan, South East Asia, Southern Asia | 35% | 26.25 |
| TOPIC 5. Canada, USA, Mexico, Columbia | 30% | 22.5 |
| TOPIC 6. Other geographical areas | 35% | 26.25 |
| Market disturbance/additional call for proposals | 5% | 5 |
| Total simple programmes | 100% | 100  |

Vir: Evropska komisija

**Tabela 2: Razrez sredstev za multiprograme**

|  |  |  |
| --- | --- | --- |
| **MULTI PROGRAMMES** | % | €m |
| TOPIC A. Programmes on sustainable sheep/goat meat in the internal market  | 5% | 4 |
| TOPIC B. Programmes to increase the consumption of fruits and vegetables in the internal market in the frame of proper dietary practices | 10% | 8 |
| TOPIC C. Programmes highlighting the specific features of agricultural methods in the EU and the characteristics of EU agri-food products or on EU quality schemes in the internal market  | 38% | 30 |
| TOPIC D. Programmes highlighting the specific features of agricultural methods in the EU and the characteristics of EU agri-food products or on EU quality schemes  in third countries | 41% | 32.1 |
| Market disturbance/additional call for proposals | 6% | 5 |
| Total multi programmes | 100 | 79 |

Vir: Evropska komisija

**Koristne informacije:**

* Sporočilo z informacijami o programu:
* <https://ec.europa.eu/info/news/commission-focus-growth-markets-eu-food-and-drink-2018-promotion-programmes_en>
* Spletna stran z informacijami o promociji kmetijskih in živilskih izdelkov v EU:
* <https://ec.europa.eu/info/food-farming/promotion_sl>

Pripravila:

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