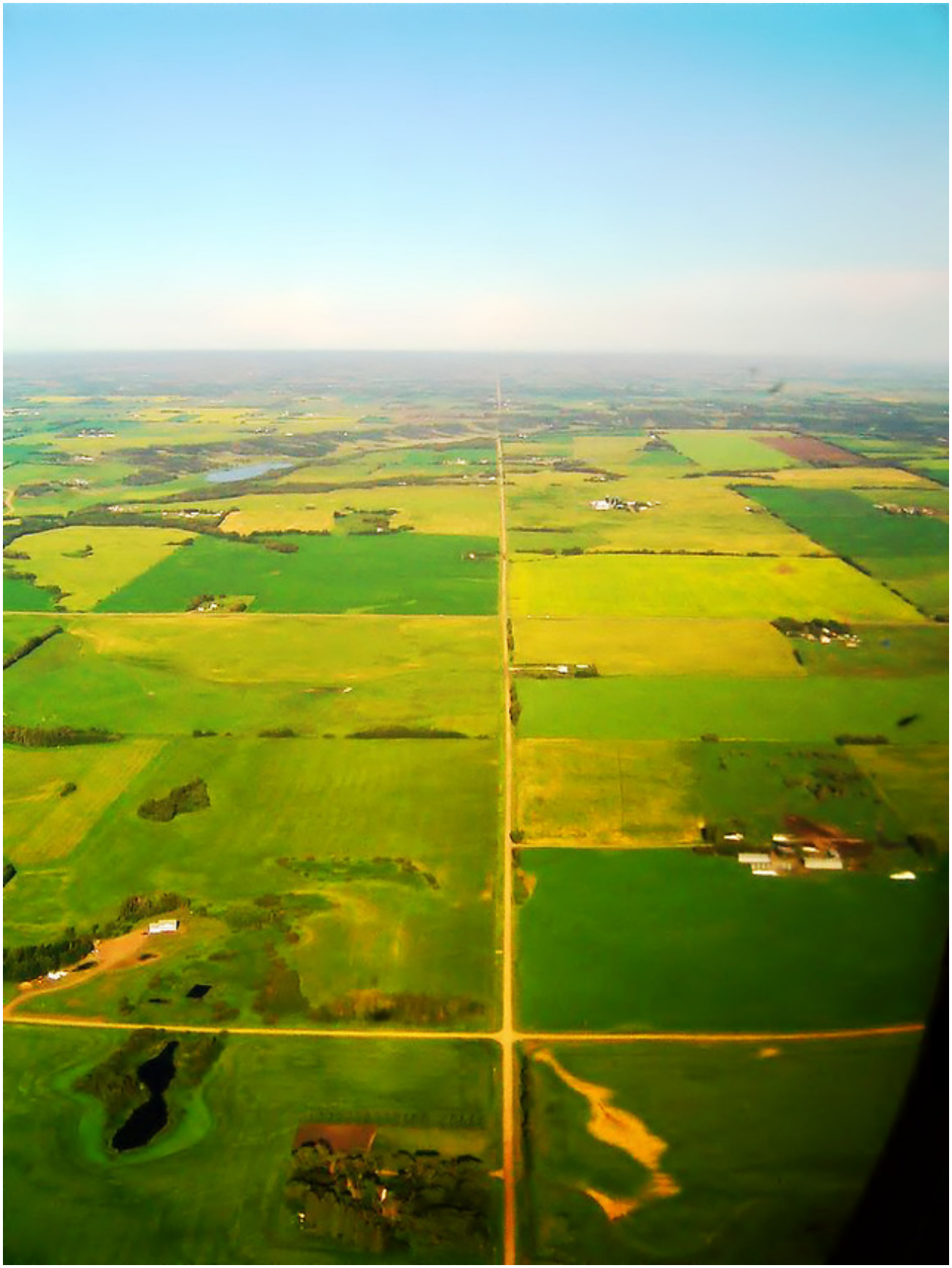
The evaluation of agricultural product promotion programs begins



The European Commission has begun the evaluation of the proposals for agricultural product promotion programs for 2019, after the open period for the presentation of programs ended last week. The evaluation period will last until August and it will be in October when the Commission announces the approved programs and therefore will have Community co-financing, which will amount to 169 million euros for all countries, all products and all programs presented.

The Executive Agency of Consumers, Health, Agriculture and Food of the European Union (CHAFEA) is the one that will evaluate the programs presented, according to the calls for proposals, published in the Official Journal of the European Union on January 12.

From the global budget, **a total of 95 million euros will be allocated to simple programs,** those presented by one or more organizations from the same EU country. Of this amount, only 20% goes to programs aimed at promoting internal consumption in the EU. With regard to multi-country or multi-program programs, 74 million euros will be allocated by at least two national organizations from at least two Member States or one or more European organizations.

For the fruit and vegetables sector, a specific budget of 8 million euros is assigned to all the countries and all the programs presented, within the multi-programs, which are approved and aim to promote the consumption of fruits and vegetables in the EU market from the perspective of its contribution to a healthy diet.

The specific line of financing of promotion programs aimed at promoting a healthy diet, based on the consumption of fruits and vegetables, is a measure that needs to be expanded, considering the behavior of the consumption of fruits and vegetables and its positive impact on health and health spending, according to FEPEX.