



JANUSZ WOJCIECHOWSKI
Commissioner for Agriculture

Brussels, 04.02.21
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Dear Mr Menne,

I would like to thank you for your email of 13 January 2021. I am very pleased to have had the opportunity to exchange views with the agricultural professionals and sector representatives on the annual work programme of the agricultural promotion policy for 2021, and on the forthcoming review of the policy.

As we discussed at the meeting, the preparation of the annual work programme 2021 involved an internal assessment carried out by the Commission of the potential market opportunities and trade challenges and an exchange of views with stakeholders, notably in the context of the Civil Dialogue Group meeting of 3 July 2020. The work programme was also subject to a consultation and a vote of the Common Market Organisation (CMO) committee.

In 2021, the Commission will launch the policy review, building on the evaluation of the policy that was completed in 2020¹. The review process will include the preparation of an impact assessment to analyse policy options designed to ensure that the promotion policy remains relevant and effective. A roadmap will be launched in the coming weeks to inform citizens and stakeholders about the Commission's plans for the review and all interested parties are invited to provide feedback and their views on the Commission's understanding of the possible options for policy change and to make available any relevant information that they may have, including on possible impact.

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¹ Evaluation of the impact of the EU agricultural promotion policy in internal and third country markets (SWD(2020) 399 final)

An open public consultation will also be conducted as part of the review process and citizens and stakeholders are invited to participate. A factual summary of the survey will be presented at an online conference in June (tbc) bringing together representatives of a wide range of stakeholders and accessible through web-streaming to all interested citizens. The open public consultation and the conference will support the Commission in deepening its understanding of the problems that the review of the policy needs to address and of which objectives are desirable as well as possible solutions /changes.

I wish to thank you for having sent your key statements and findings on the promotion policy. I invite you to contribute further to the review process by responding to the upcoming consultations on this topic.

Yours sincerely,



Janusz Wojciechowski