

Voluntary Report – Voluntary - Public Distribution

Date: December 31, 2025

Report Number: E42025-0036

Report Name: EU 2026 Promotion Programs for Agricultural Products

Country: European Union

Post: Brussels USEU

Report Category: Policy and Program Announcements

Prepared By: Sophie Bolla

Approved By: Tyler Babcock

Report Highlights:

The European Commission will allocate €205 million (\$241 million) towards promotion activities for EU agri-food products in 2026. This is an increase of 55 percent compared to 2025.

On December 17, 2025, the European Commission announced the allocation of €205 million (\$241 million) towards promotion activities for EU agri-food products in 2026. This is an increase in budget (up 55 percent) compared to the 2025 budget at €132 million (\$155 million), making 2026 the highest allocation ever dedicated to the promotion of European agricultural products.

The promotional program funding will be split between promotion in the EU internal market (€79.7 million) and in third countries (€70.3 million). Outside the EU, countries and regions with high growth potential are identified as main promotion targets. This includes United Kingdom, Japan, South Korea, China, Singapore and North America.

The promotion budget also foresees €10 million to cover a number of initiatives to be run directly by the European Commission. Such activities include high-level missions led by the Agriculture Commissioner with business delegations to third countries, promotion and information campaigns in third countries, EU participation in major international agri-food trade fairs, and the development of market entry handbooks for exporters.

Speaking on the release of the program, EU Agriculture Commissioner Christopher Hansen said: *“It is essential that we promote the high quality of our agricultural products, both within the EU and globally. Our economic diplomacy and promotion programs help build awareness among consumers and businesses and ensure that our farmers can reap the benefits of trade agreements.”*

Background:

EU promotion programs for agricultural products have been available to EU farmers through a range of provisions in the Common Agricultural Policy since 2001. Current programs are regulated by [Regulation \(EU\) 1144/2014](#). A key element of the EU's promotion policy called "Enjoy! It's from Europe" is the adoption of annual work programs that set out strategic priorities for promotion measures in terms of products, schemes, target markets, and available resources. The objective is to adapt the program each year to emerging market opportunities and the needs of certain sectors.

There are two types of promotion programs: “simple promotion programs” and “multi promotion programs”. A simple program is a promotion program submitted by one or more proposing organizations from the same Member State, while multi promotion programs are to be submitted by at least two proposing organizations from at least two Member States or one or more European organizations. Simple programs for wine must be associated with at least one other product, for example wine and cheese. Simple programs are managed by the Member States’ national authorities, while multi programs are managed by the European Commission’s [European Research Executive Agency](#) (REA).

In comparison to U.S. promotional and market development funding, the Farm Bill, which is a five-year funding bill, provides funding support for a variety of USDA Market Development Programs (e.g., Market Access Program, Emerging Markets Program, Technical Assistance for Specialty Crops Program, etc.) In fiscal year 2024, total Farm Bill market development programs were budgeted at \$284 million.

Attachments:

No Attachments