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**COMMISSION IMPLEMENTING DECISION**

**of 14.11.2023**

**on the financing of information provision and promotion measures concerning  
agricultural products implemented in the internal market and in third countries and the  
adoption of the work programme for 2024**

## COMMISSION IMPLEMENTING DECISION

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### **on the financing of information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and the adoption of the work programme for 2024**

THE EUROPEAN COMMISSION,

Having regard to the Treaty on the Functioning of the European Union,

Having regard to Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008<sup>1</sup>, and in particular Article 8 thereof,

Having regard to Regulation (EU, Euratom) 2018/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union, amending Regulations (EU) No 1296/2013, (EU) No 1301/2013, (EU) No 1303/2013, (EU) No 1304/2013, (EU) No 1309/2013, (EU) No 1316/2013, (EU) No 223/2014, (EU) No 283/2014, and Decision No 541/2014/EU and repealing Regulation (EU, Euratom) No 966/2012<sup>2</sup>, and in particular Article 110(1) thereof,

Whereas:

- (1) Pursuant to Regulation (EU) No 1144/2014, both direct and shared management are to be used for the implementation of information provision and promotion measures.
- (2) Pursuant to Article 15(7) of Regulation (EU) No 1144/2014, the financing of simple programmes is implemented by the Member States under shared management.
- (3) Pursuant to Article 16(2) of Regulation (EU) No 1144/2014, the financing of multi programmes and measures on the initiative of the Commission is implemented by the Commission under direct management.
- (4) In order to ensure the implementation of the information provision and promotion measures, it is necessary to adopt an annual work programme that covers simple programmes, multi programmes and measures implemented on the initiative of the Commission.
- (5) Pursuant to Article 8 of Regulation (EU) No 1144/2014, the annual work programme shall comply with the general and specific objectives set out in Article 2 of that Regulation. In particular, the objective listed under Article 2(2), point (a), of Regulation (EU) No 1144/2014, which is to increase awareness of the merits of Union agricultural products and of the high standards applicable to the production methods in the Union, can contribute to achieve the objectives of the ‘Farm to Fork Strategy’<sup>3</sup>.

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<sup>1</sup> OJ L 317, 4.11.2014, p. 56.

<sup>2</sup> OJ L 193, 30.07.2018, p. 1.

<sup>3</sup> Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions, A Farm to Fork Strategy for a fair, healthy and environmentally-friendly food system (COM(2020) 381 final, 20.05.2020)

- (6) For appropriations under direct management, it is necessary to adopt a financing decision pursuant to Article 110 of Regulation (EU, Euratom) 2018/1046, establishing detailed rules on financing decisions.
- (7) The envisaged assistance is to comply with the conditions and procedures set out by the restrictive measures adopted pursuant to Article 215 of the Treaty.
- (8) For appropriations under direct management, it is necessary to provide for the payment of interest due for late payment as laid down in Article 116 of Regulation (EU, Euratom) 2018/1046.
- (9) For the purpose of the implementation of simple programmes, multi programmes and measures on the initiative of the Commission, and in order to allow for flexibility in the implementation of the work programme, it is appropriate to allow changes that are not considered as substantial for the purposes of Article 110(5) of Regulation (EU, Euratom) 2018/1046.
- (10) The work programme has to provide for specific temporary arrangements to react to serious market disturbance or loss of consumer confidence as provided for in Article 8(1) of Regulation (EU) No 1144/2014. It is therefore necessary to include the possibility of an additional call for proposals during the year, if required.
- (11) The Commission consulted the Civil Dialogue Group on Quality and Promotion and received contributions from stakeholders.
- (12) The Committee for the Common Organisation of the Agricultural Markets has not delivered an opinion within the time limit laid down by its chair,

HAS DECIDED AS FOLLOWS:

*Article 1*  
*The work programme*

The work programme on the financing of the information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries for 2024, as set out in the Annexes, is adopted.

For appropriations under budget line 08 02 03 03, this work programme shall constitute a financing decision within the meaning of Article 110 of Regulation (EU, Euratom) 2018/1046.

*Article 2*  
*Union contribution for multi programmes and measures on the initiative of the Commission*

The maximum Union contribution for the implementation of multi programmes and measures on the initiative of the Commission for 2024 is set at EUR 93 900 000, and shall be financed from the appropriations entered in budget line 08 02 03 03 of the general budget of the Union.

The appropriations provided for in the first paragraph may also cover interest due for late payment.

The implementation of this Implementing Decision is subject to the availability of the appropriations provided for in the draft general budget of the Union for 2024, following the adoption of that budget by the budget authority or as provided for in the system of provisional twelfths.

*Article 3*  
*Total amount for simple programmes*

The total amount planned for the financing of simple programmes in 2024 is set at EUR 92 000 000 and shall be financed from the appropriations entered in budget line 08 02 03 02 of the general budget of the Union.

The implementation of this Implementing Decision is subject to the availability of the appropriations provided for in the draft general budget of the Union for 2024, following the adoption of that budget by the budget authority or as provided for in the system of provisional twelfths referred to in Article 16(1) of the Financial Regulation.

*Article 4*  
*Flexibility clause*

Cumulated changes to the allocations to simple programmes, multi programmes and measures on the initiative of the Commission that do not exceed 20 % of the maximum Union contribution set out in Articles 2 and 3 of this Decision shall not be considered to be substantial for the purposes of Article 110(5) of Regulation (EU, Euratom) 2018/1046, where those changes do not significantly affect the nature of the actions and the objective of the work programme.

The increase in the maximum Union contribution set out in Articles 2 and 3 of this Decision shall not exceed 20 % of the maximum Union contribution.

The authorising officer responsible may apply the type of changes referred to in the first paragraph in accordance with the principles of sound financial management and proportionality.

Done at Brussels, 14.11.2023

*For the Commission*  
*Janusz WOJCIECHOWSKI*  
*Member of the Commission*