

WG Marketing and Promotion

WG Marketing & promotion agenda

Short term (until April 2022)

- Application EU promotion organic brands
- Application EU promotion out-of home (catering and restaurants)

EU promotion of organic brands

- COVID year 2020: Organic food more in demand than ever
- Problem: organic products are often promoted by supermarket trademarks
- Question: who is behind organic?
- Project will strengthen manufacturer brands at EU level
- How? Knowledge of successful brands, big agency, EU money, working together

EU promotion of out of home

- 2030: 25 % organic of the agricultural area
- What about organic in public procurement?
- What can we learn from successful countries? (Austria, Denmark)
- A promotional program with three main ingredients:
 - a. Improve distribution of organic products in the out-of-home channel.
 - b. Educational program focussed on the kitchens of both public procurement etc and restaurants.
 - c. Promotional campaign to support organic certification and consumption for out-of-home.

EU promotion process

1. In the project we are aiming to do an application at EU level in April 2022
2. May 2021: Initiating a working group of experts from European companies and associations that will develop an action plan for the campaign
3. June/July 2021: associations talk to their members to see who wants to join
4. September 2021: starting a draft for an application at EU level and finding a head for the project
5. January 2022: finishing the first draft, adaptations can be done
6. March 2022: finishing the second draft and making last adaptations
7. April 2022: submit the final proposal