



1st Mediterranean NRN Cluster Meeting

Portuguese Experience



PRRN - Programa para a **Rede Rural** Nacional



UNIÃO EUROPEIA
Fundo Europeu Agrícola
de Desenvolvimento Rural

A Europa investe nas zonas rurais

RDP Measures 132, 133, 123

Portuguese experience

**measure 132 – Action 1.4.1 of ProDer –
Participation of Farmers in Food Quality
Schemes**

- National legislation – Portaria n.º 260/2009

Food Quality Schemes:

1. OP – Organic Production
2. IP – Integrated Production
3. PGI – Protection of Geographical Indications
4. PDO – Protected Designation of Origins

Applications submitted

- 15 553 applications were approved
- 16,13 million euros of national budget
- 11 million euros of EAFRD

- Approval rate - 101%

Distribution of approved applications for quality schemes

- 63% - IP
- 15% - OP
- 13% - PDO
- 0% - PGI
- 2% PGI/IP

Financial implementation

- 4,8 million euros of national budget
- 3,6 million euros from EAFRD

- Execution rate - 30%

Beneficiaries

Are agricultural holdings dedicated to primary production of agricultural products for human consumption, which are integrated in one of the recognized agri-food quality schemes.

Support

- The Support is provided by setting an annual unit aid, by product groups, up to a maximum of 3 thousand euros/farm/year, payable to the individual producer, for a maximum period of 5 years.

Eligible Products

- Agricultural products for human consumption produced by farmers under Food Quality Schemes

- **Organic Production**



- **Integrated Production**



Eligible Products



- **PDO (some examples)**
 - Plum d' Elvas
 - Olive oil from Moura
 - Olives from Elvas
 - Pork from Alentejo
 - "Mertolenga" beef
 - Chestnuts from Terra Fria
 - Cherries from Cova da Beira



Eligible Products



PDO (some examples)

- Honey from “Serra de Monchique”
- Pear “Rocha do Oeste”
- Ham from “Barrancos”
- Cheese from “Serra da Estrela”



Eligible Products

- **PGI** (some examples)
 - Alheira from “Barroso”
 - Lamb from “Beira”
 - Morcela from “Portalegre”
 - Farinheira from “Estremoz and Borba”
 - Calves (beef) from “Lafões”



Success stories

- Measure 1.3.2 has its legislation published in 2009. During this year were approved the first applications that almost used all the budget. For this reason in early 2011 the applications for this measure were canceled.

Success Stories

- The strong interest of producers of OP and IP products is justified by the fact of this support is helping to promote the organic farming and integrated technics. There are some agricultural products that have a higher value to the consumers because of this technics (e.g olive oil and rice).
- The application to the agri-environment measures that support these two kinds of production methods (action 2.2.1 of ProDer) is done simultaneously with the quality schemes in a unique application form which leads to a higher number of applications to PGI and PDO when together with OP and IP.

Main Criticalities

- Hight level of support for Organic and Integrated production is now corresponding to a low supply of certified products in the market.

RDP Measures 132, 133, 123

Portuguese experience

- **Measure 133** – Action 1.4.2 of ProDer – **Information and Promotion Activities on Food Quality Schemes**
- **National legislation** – Portaria n.º 346/2009 e Portaria n.º 814/2010

Applications submitted

- 13 applications were approved
- 3 327 thousand euros of national budget
- 2 336 thousand euros of EAFRD.

- Approval rate – 28%

Financial implementation

- 230 thousand euros of national budget
- 172 thousand euros from EAFRD

- Execution rate - 5%

Monitoring programme indicators

Approved applications by product category

- 46% - fresh meat
- 23% - fruits, vegetables and cereals

Approved applications by quality scheme

- 70% - PDO combined with PGI
- 23% - Organic Production

Beneficiaries

- Groups of producers (alone or in partnership) exclusively carrying out activities under the following quality schemes :
 - PDO, PGI and TSG
 - OP or IP

Level of support

- The maximum level of support given to a project varies from 50% a 70%
- The maximum amount of support varies from € 500 000 to € 750 000

Eligible Promotional Activities

- Studies or market research
- Commercialization plans or marketing
- Participation in fairs
- Production of brochures, panels, leaflets
- Publicity in mass media

Success stories

- There is a strong adherence of promoters whose quality products are not linked to a trademark. These products are identified itself with the name assigned by the certification (e.g. Pêra Rocha, Carne Alentejana, Maçã Alcobaça).

Main Criticalities

- Promotional activities and advertising can not be specifically directed to trademarks
- Difficult to confirm certain eligible expenses

RDP Measures 132, 133, 123

Portuguese experience

- Measure 123 – Action 1.1.1 (component 2) of ProDer – **Modernization and Competitiveness of Enterprises**
 - **Component 1** – Farm investments
 - **Component 2** – Processing and marketing of agricultural products (Measure 123 of Commission)
- National Legislation – Portaria n.º 289-A/2008 e Portaria n.º 814/2010

Applications submitted

- 499 applications from companies in the food industry sector
- 270 532 thousand euros of national budget
- 200 476 thousand euros from EAFRD

Sectoral distribution of the investment

- 31% wine
 - 17% Olive oil
 - 11% Processed vegetables
 - 10% Fresh fruits
- 94% of the supported enterprises are SME

indicators of Results

- Introduction of new products - 48%
- Introduction of new techniques - 65%

Actually paid:

- Introduction of new products— 2%
- Introduction of new techniques— 8%

Beneficiaries

- Individual or companies who have agricultural activity or are engaged in processing or marketing of agricultural products since they are SMEs or have less than 750 employees and a turnover under 200 million euros.

Level of support

- Component 1 – 500 000 euros
- **Component 2 – 2 000 000 euros**

Elegible expenditures

- Buildings
 - Constructions; acquisition; Access roads
- Machinery and equipments
 - Purchase or rent; quality control equipment

National Rural Network

THANK YOU VERY MUCH FOR YOUR ATTENTION

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