

February 7th, 2023

**CALL FOR AGENCIES**

**EU promotion of agricultural products ('Simple Programme') in accordance with Regulation (EU) N°1144/2014**

**FILPORC** (Inter-professional Organization of Swine in Portugal) represents the entire Portuguese pork sector, including its production and industrial processing. For more information: <https://filporc.pt/pt>.

One of the objectives of this organization is to develop actions to promote the pork in the domestic market to improve the perception of the pig meat and pig meat products, and its method of production by providing the consumers and the professionals in the industry all the information regarding its health benefits and high quality. To defend and promote the common interests of the sector is a common challenge.

FILPORC is working on an application for a program that the European Union has in progress for the promotion of agri-food products in the internal market.

For the definition and execution of this program, FILPORC is seeking the collaboration of promotion agencies that will work in the development of the activities that are incorporated into the projects. Consequently, a selection process is now underway, firstly calling for bids from agencies with experience in the promotion of agri-food products and in the execution of European projects that wish to participate and that, due to their merits and experience, could contribute more to the promotional policy of the three organizations.

To finance this campaign, FILPORC will send a request to the EU *simple* funding program for information and promotion of agricultural products, for the years 2024, 2025 and 2026.

The budget for this campaign will be € 1,000,000 to distribute for 3 years.

FILPORC holds a voluntary animal welfare certification officially approved by the Portuguese Ministry of Agriculture. This promotion project aims to promote, at a national level, this animal welfare certification, making consumers aware of the qualities of pork produced under this certification.

In this way, we intend to communicate a strong message addressed to the Portuguese consumers.

European pork will be promoted through the '*Enjoy it's from Europe*' programme according to Regulation (EU) No 1144/2014.

For more information, please visit the REA website to see the annual work programme and related information:

[https://agriculture.ec.europa.eu/common-agricultural-policy/market-measures/promotion-eu-farm-products\\_en](https://agriculture.ec.europa.eu/common-agricultural-policy/market-measures/promotion-eu-farm-products_en)

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**In this first phase**, we request that the Agencies wishing to participate, send an email to [filporc@filporc.pt](mailto:filporc@filporc.pt) **BEFORE FEBRUARY 17<sup>th</sup>, 2023, 6PM**, including their experience and the description of the executed works, merits, equipment and staff that can be made available for the activities, following the format of the attached sheets, so that the three organizations proceed to its evaluation and to the selection of those that contribute the most to the promotional policy of FILPORC.

The working language will be English.

This document is also available on the FILPORC's website.

We hope that our proposal is of interest to your agency and that you decide to participate in the first phase of this selection competition.

We remain at your disposal to provide further information at the same email address.

Yours sincerely,

**AGENCIES PRE-SELECTION PROCESS FOR PROMOTION PROJECTS IN THE INTERNAL MARKET (PORTUGAL)  
LAUNCHED BY FILPORC (2024-2026)**

The promotion agencies with experience in the European market, mainly in Portugal, and agri-food products are asked to provide the following information regarding their experience and capacity, to participate in the selection process of agencies that FILPORC will design for the execution of promotional activities in the internal market (EU) in the period 2024-2026. The information received will be treated confidentially and will serve as the basis for the pre-selection of the Executing Agencies of the programmed activity by FILPORC.

FILPORC will evaluate the information received in this questionnaire, to select those Agencies that decide to submit the projects referred to this activity.



**DESCRIPTION OF MATERIAL AND HUMAN RESOURCES**

**Describe the Material and Human Resources of the Agency, with special importance in the Offices and Relations in Portugal:**

<b>MATERIAL RESOURCES</b>	
<b>HUMAN RESOURCES</b>	
<b>HEADQUARTERS IN PORTUGAL</b>	
<b>CONTACT INFORMATION</b>	
<b>OTHER MATERIAL THAT THE AGENCY WANTS TO PRESENT</b>	
<b>REMARKS</b>	