

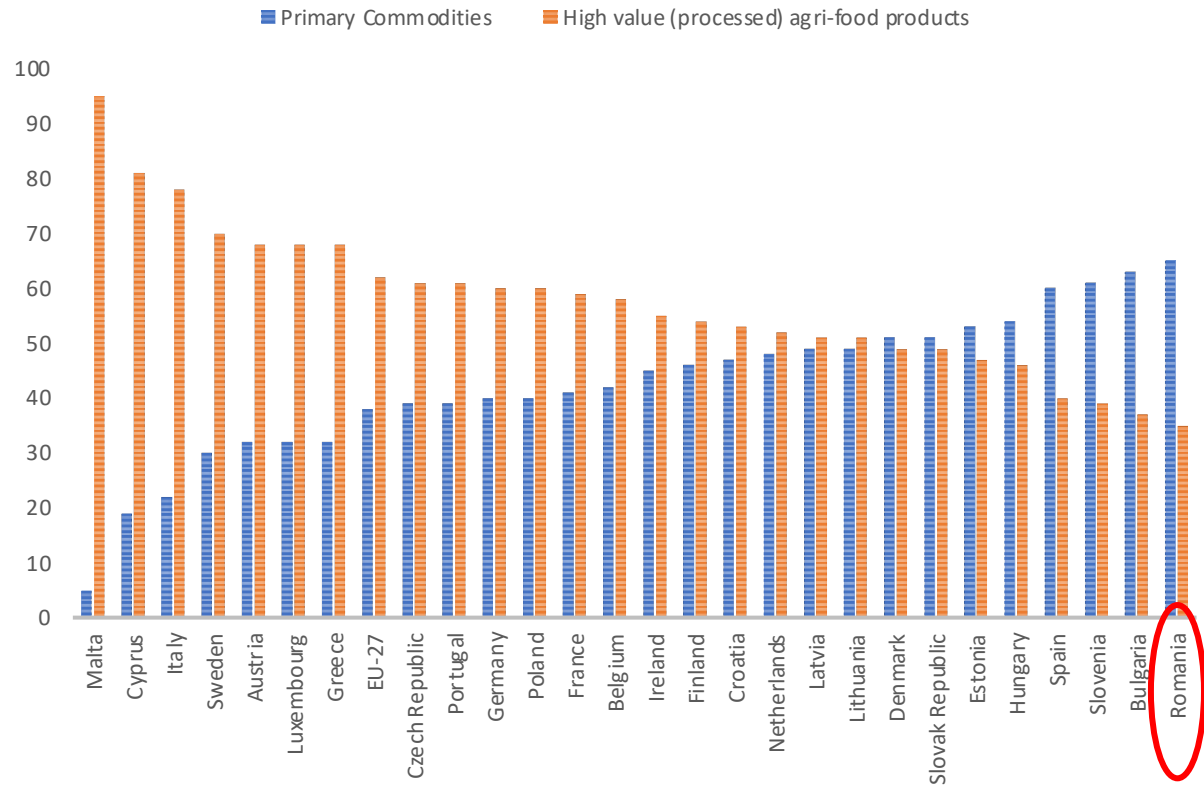


Agri-food Promotion in Austria

Grupul de presă BURSA
October 21, 2021

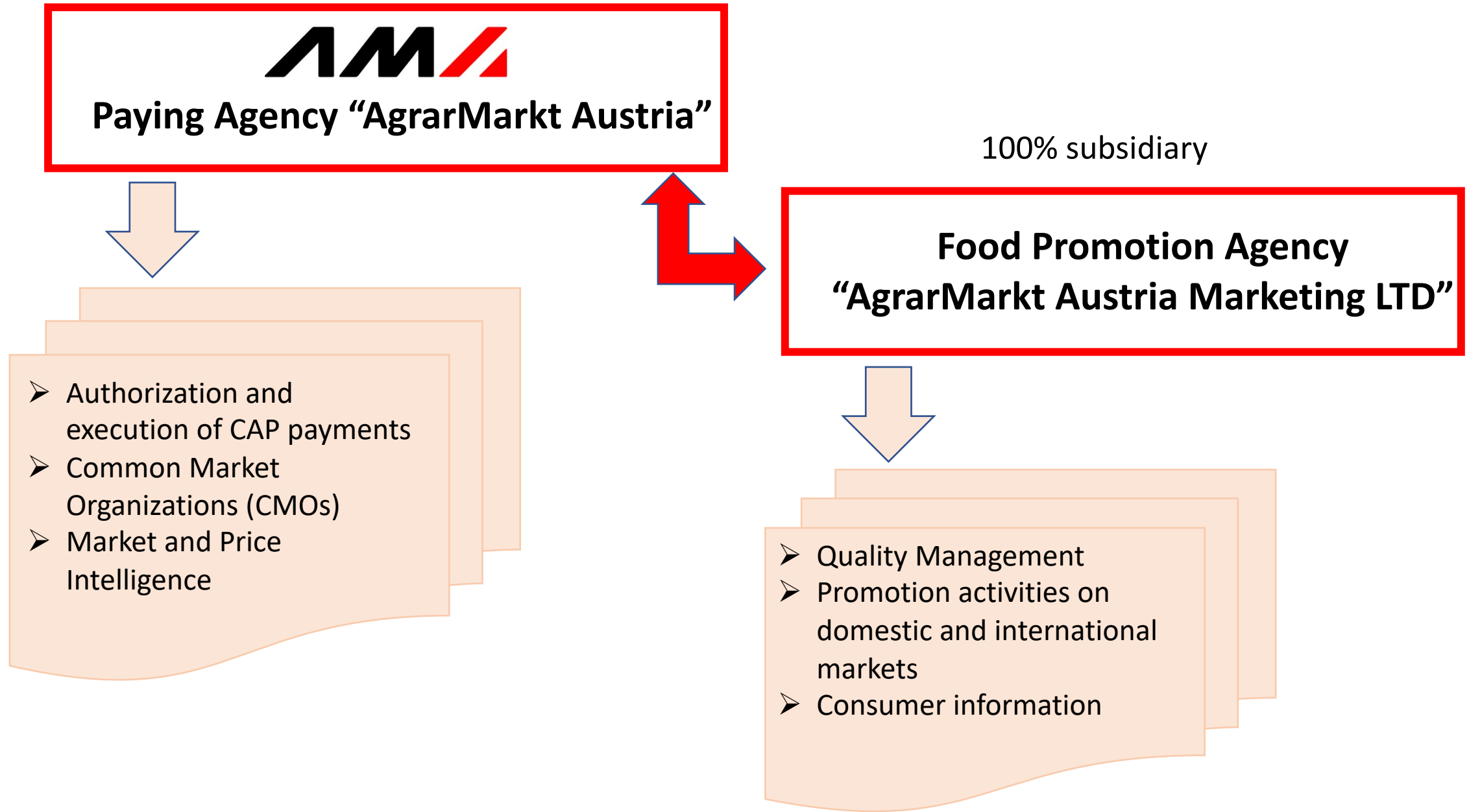
Hans C. Kordik
Senior Agriculture Consultant

Diagnostics of the Romanian Agri-food Market



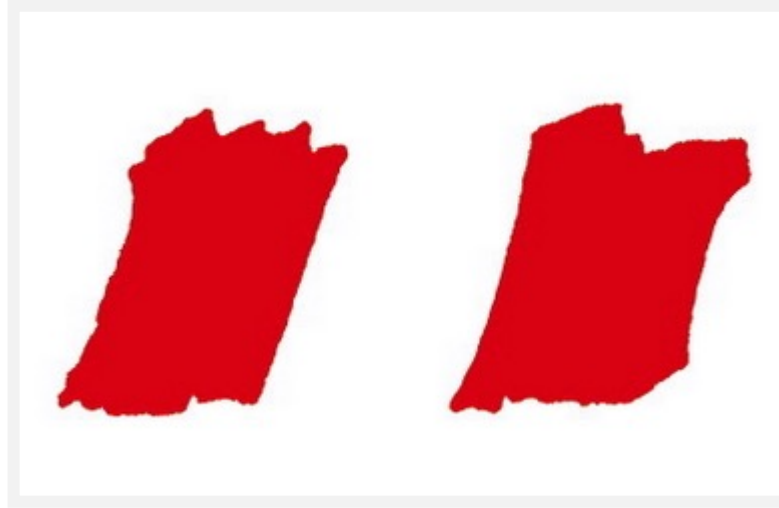
- Romania among the best endowed European countries in terms of land, soil, water, and its people
- Persisting agri-food trade deficits
- Lowest share of high-valued (processed) agri-food products in EU-27 exports
- Emerging markets bypassing small farmers
- Consumer trust has potential for growth

Food Promotion in Austria: Independent Agency



The “Seal of Quality and Origin”

Quality
standards
exceed
legislation



Quality
criteria
approved by
authorities



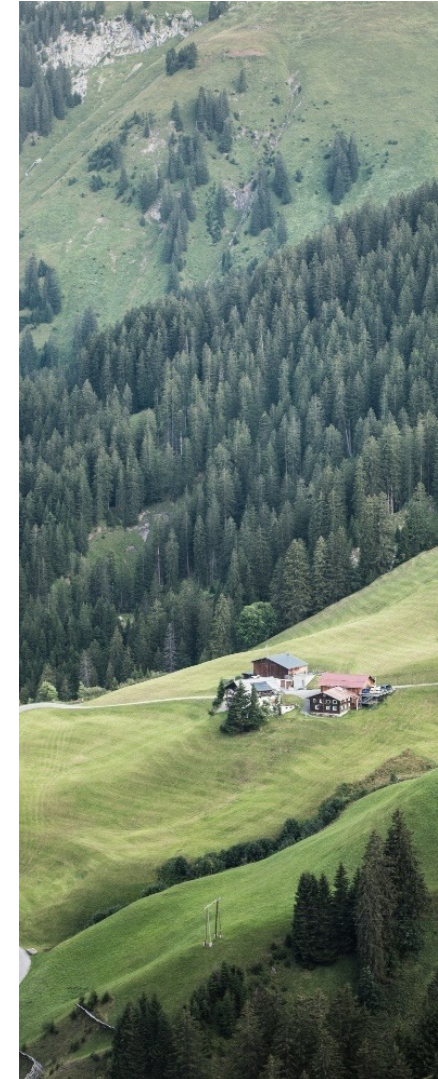
Independent
controls on
all levels of
production



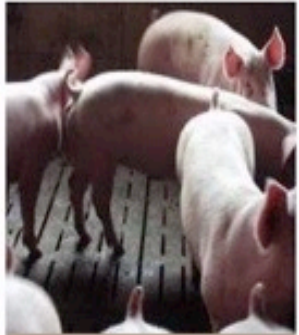
Sanction
system



Image Campaign: Austria stands for Mountains, Nature, Green, Clean, GMO-free,...



Inspections from Farm to Fork



Calf /
Piglet



Animal
feed and
welfare



Transport



Slaughter
house



Butcher



Retail
(Super-
market)



Consumer



Inspections along the food-chain and traceability
is the foundation for consumer trust

Annual Budget of AMA Marketing

Products	Fees 2020 (In 1.000 Euro)
Milk	9.208
Beef	2.221
Pork	4.265
Veal	99
Sheep/Lambs	169
Chicken	539
Eggs	374
Fruits	1.003
Vegetables	939
Potatos	492
Flowers	334
Total	19.643

- Annual budget approx. EUR 20 million (additional 10% EU promotion activities)
- Source: Mandatory fees to be paid per unit by farmers, processors, dairies, slaughterhouses
- Budget is mainly used for marketing (promotion) activities, but also pays operational costs of AMA Marketing
- Fees are required to use Seal of Quality and Origin

Results after 25 Years of Food Promotion in Austria

- Austrian agri-food exports grew by 654% since 1995 (EU accession)
- Austria moved from negative to positive agri-food trade balance
- 98% of Austrians recognize the AMA Seal of Quality and Origin
- 88% of Austrian consumers trust in products that carry the AMA Seal of Quality and Origin
- Value share of organic produce has increased from under 3% to over 10% of overall grocery purchases



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