



INAPORC

FILPORC  
ORGANIZAÇÃO INTERPROFISSIONAL  
DA FILEIRA DA CARNE DE PORCO

January 4, 2023

## CALL FOR AGENCIES

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

**INTERPORC** (Spanish Inter-professional Agri-Food Organization for White Pork) represents the entire Spanish white pork sector, including its production, industrial processing and marketing. For more information: [www.interporc.com](http://www.interporc.com) / [www.interporcspain.org](http://www.interporcspain.org)

**INAPORC** (French Inter-professional Pork Council), represents the entire French pork sector including its production, industrial processing, retail, butchers, delicatessens and catering. For more information: [www.leporc.com/decouvrir/inaporc.html](http://www.leporc.com/decouvrir/inaporc.html)

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

One of the objectives of these organizations is to develop actions to promote the pork in the domestic market in order 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 healthy benefits and high quality. To defend and promote the common interests of the sector is a common challenge.

These 3 organizations are 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.

INTERPORC will assume the role of project coordinator.

For the definition and execution of these programs, the three organizations are 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.

In order to finance this campaign, the organizations mentioned will send a request to the EU *multi* funding program for information and promotion of agricultural products, for the years 2024, 2025 and 2026.

The budget for this campaign will be € 4,500,000 to distribute for 3 years. The allocation will be € 1,800,000 for INTERPORC, € 1,800,000 for INAPORC and € 900,000 for FILPORC.

The objective is to launch an innovative program that effectively promotes the European pork in Spain, France and Portugal. It is intended to increase the consumption of pork informing the consumer about the sustainability of European pig production and enhancing its quality and nutritional properties.

In this way, we intend to communicate a strong message addressed to the consumers of these countries.

There will be a specific program in each country for the promotion of their national pork but following a similar pattern.



INAPORC

FILPORC  
ORGANIZAÇÃO INTERPROFISSIONAL  
DA FILEIRA DA CARNE DE PORCO

*January 4, 2023*

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 CHAFEA 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)

**In this first phase**, we request that the Agencies wishing to participate, send an email to [internacional@interporc.com](mailto:internacional@interporc.com) **BEFORE JANUARY 17, 2023**, 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 the organizations.

The working language will be English.

This document is also available on the websites of the Inter-professional Organizations above mentioned.

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,



INAPORC

FILPORC  
ORGANIZAÇÃO INTERPROFISSIONAL  
DA FILEIRA DA CARNE DE PORCO



**INAPORC**

**FILPORC**  
ORGANIZAÇÃO INTERPROFISSIONAL  
DA FILEIRA DA CARNE DE PORCO

*January 4, 2023*

**AGENCIES PRE-SELECTION PROCESS FOR PROMOTION PROJECTS IN THE INTERNAL MARKET (SPAIN, FRANCE AND PORTUGAL)  
LAUNCHED BY INTERPORC, INAPORC & FILPORC (2024-2026)**

The promotion agencies with experience in the European market, mainly in Spain, France and Portugal, and agri-food products are asked to provide the following information regarding their experience and capacity, in order to participate in the selection process of agencies that INTERPORC, INAPORC and 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 INTERPORC, INAPORC and FILPORC.

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





*January 4, 2023*

**DESCRIPTION OF MATERIAL AND HUMAN RESOURCES**

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

<b>MATERIAL RESOURCES</b>	
<b>HUMAN RESOURCES</b>	
<b>WORLDWIDE HEADQUARTERS / PARTNERS</b>	
<b>HEADQUARTERS / PARTNERS IN:</b>  - SPAIN - FRANCE - PORTUGAL	
<b>CONTACT INFORMATION</b>	
<b>OTHER MATERIAL THAT THE AGENCY WANTS TO PRESENT</b>	
<b>REMARKS</b>	