

Brussels, 4 July 2025

**Subject: Letter of support for a study on ‘The evaluation of the EU agri- food promotion policy: insights and lessons learned’**

**TO WHOM IT MAY CONCERN**

Dear Sir/Madam,

The European Parliament’s Committee on Agriculture and Rural Development (AGRI) launched an own-initiative implementation report on the EU agri-food promotion policy established by Regulation (EU) No 1144/2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries. Parliament will thus evaluate the implementation of the regulation and set the ground for its upcoming revision - first planned under the farm to fork strategy and reconfirmed by the vision for agriculture and food - where it will play a crucial role as a co-legislator.

In support of the AGRI Committee’s work on the report, the Ex-post Evaluation Unit (EVAL) of the European Parliamentary Research Service (DG EPRS of the European Parliament) has commissioned a study from AGRA CEAS Consulting - Bureau Européen de Recherches S.A. (S&P Global) and their consortium partner ARETÉ SRL. The study will provide up-to-date evidence and assessment of the implementation of Regulation (EU) No 1144/2014. Implementation will be evaluated against the standard set of Better regulation criteria for ex-post evaluation, namely relevance, effectiveness, efficiency, coherence and EU added value. The study will draw lessons from the implementation of the regulation and will also offer recommendations for improvements.

For the study, AGRA CEAS Consulting - Bureau Européen de Recherches S.A. (S&P Global) and their consortium partner ARETÉ SRL are collecting information via literature review, **targeted interviews and a survey** to policy beneficiaries. The interviews and the survey are a key component of the research project because they will inform European Parliament’s decision-making process of the views of stakeholders engaged in the implementation of the legislation.

**I am grateful for the attention you give to AGRA CEAS Consulting - Bureau Européen de Recherches S.A. (S&P Global) and their consortium partner ARETÉ SRL in the context of this project and hope that you will be available for an interview with them and/or to respond to the above-mentioned survey.**

All queries concerning the study should first be addressed to the project manager John Nganga ([john.nganga@spglobal.com](mailto:john.nganga@spglobal.com)). Should additional information on the EPRS research project be required, you may wish to contact the EVAL Unit at [EPRS-ExPostEvaluation@ep.europa.eu](mailto:EPRS-ExPostEvaluation@ep.europa.eu)

Thank you in advance for your active cooperation, which is greatly appreciated.

Yours faithfully,

Alexia MANIAKI-GRIVA  
Head of Unit