

1. Introduction

Focus Area (FA) 3A is designed to improve the competitiveness of primary producers by better integrating them into the agri-food chain. Through this focus area Managing Authorities are able to offer the actors of the agri-food supply chain a combination of measures such as:

- Quality schemes,
- Support for investments which add value to agricultural products,
- Promotion in local markets and short supply circuits,
- Support to producer groups and inter-branch organisations.

The target is to mobilise 16.8 billion EUR of public and private investment to support 300 000 farms.

Rural Development
Programmes addressing
Focus Area 3A

101 out of 112 RDPs¹

Examples of expected achievement (EU-28)²



300 000 agricultural holdings supported for participating in quality schemes, local markets and short supply circuits.



2.6 % of EU agricultural holdings supported for participating in quality schemes, local markets and short supply circuits.








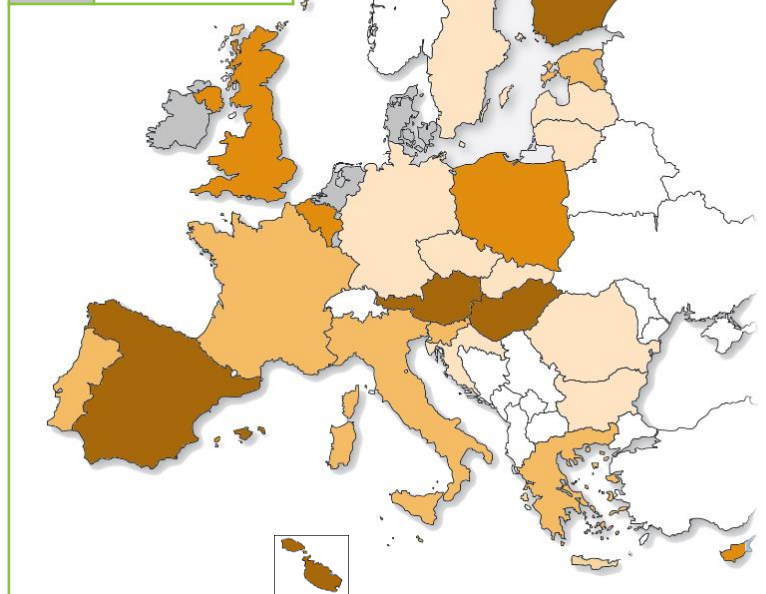
16.8 billion EUR (public and private) of investment realised for participating in quality schemes, local markets and short supply circuits.



7 % of the planned total public expenditure is allocated to Focus Area 3A

Focus Area 3A TARGET – Percentage (%) of agricultural holdings receiving support for participating in quality schemes, local markets and short supply circuits, and producer groups/organisations^{1, 2}

	> 5%
	3% - 5%
	1% - 3%
	<1%
	FA not activated



¹ RDPs that do not address FA 3A: DE (4 out of 13), DK, FR (2 out of 28), IE, IT-National Programme, LU, NL.

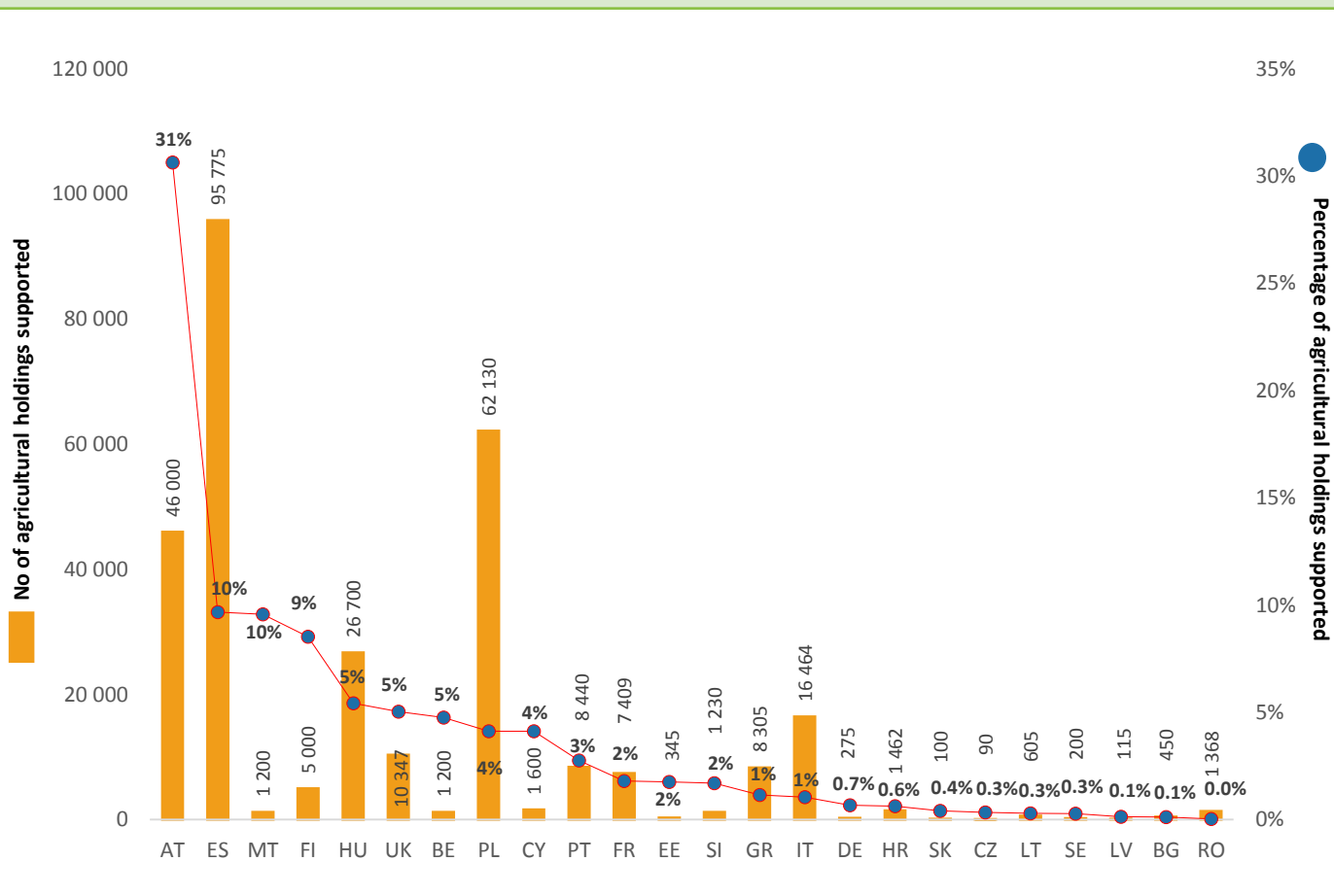
² Target values in percentage are calculated on the basis of the total number of agricultural holdings covered by the RDPs that activated Focus Area 3A.

2. Expected achievements

This section provides information on the common target indicator defined for the Focus Area and examples of programme-specific target indicators defined by some RDPs to complement the common targets indicators. Target values in percentage are calculated on the basis of the total number of agricultural holdings covered by the RDPs that activated Focus Area 3A.



TARGET – Percentage (%) and No of agricultural holdings receiving support for participating in quality schemes, local markets and short supply circuits, and producer groups/organisations



In addition to the common targets set at EU level, Member States may set programme specific targets which reflect their particular circumstances. Some examples of these indicators are provided below.




Examples of programme-specific target indicators

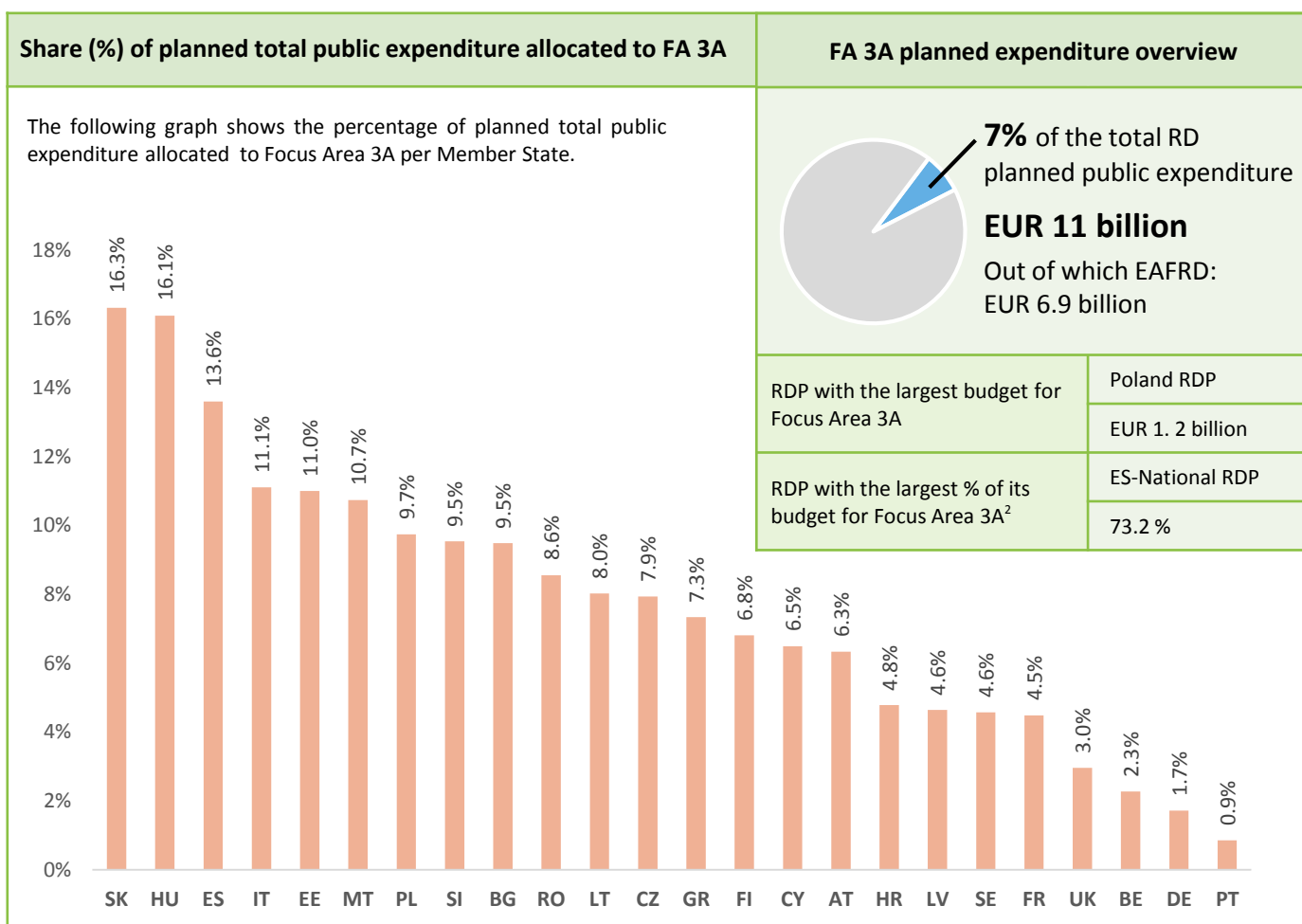
- **DE-Meckelnburg Vorpommern** – Share of the commercial enterprises in the field of processing and marketing of agricultural products, which receive report: **11.4%**
- **FR-Franche Comte** – Percentage of food companies receiving support for the processing and marketing of agricultural products: **10%**

2. Expected achievements

This section provides information on the output indicator. Data provided is aggregated at EU level for those RDPs setting the indicator.

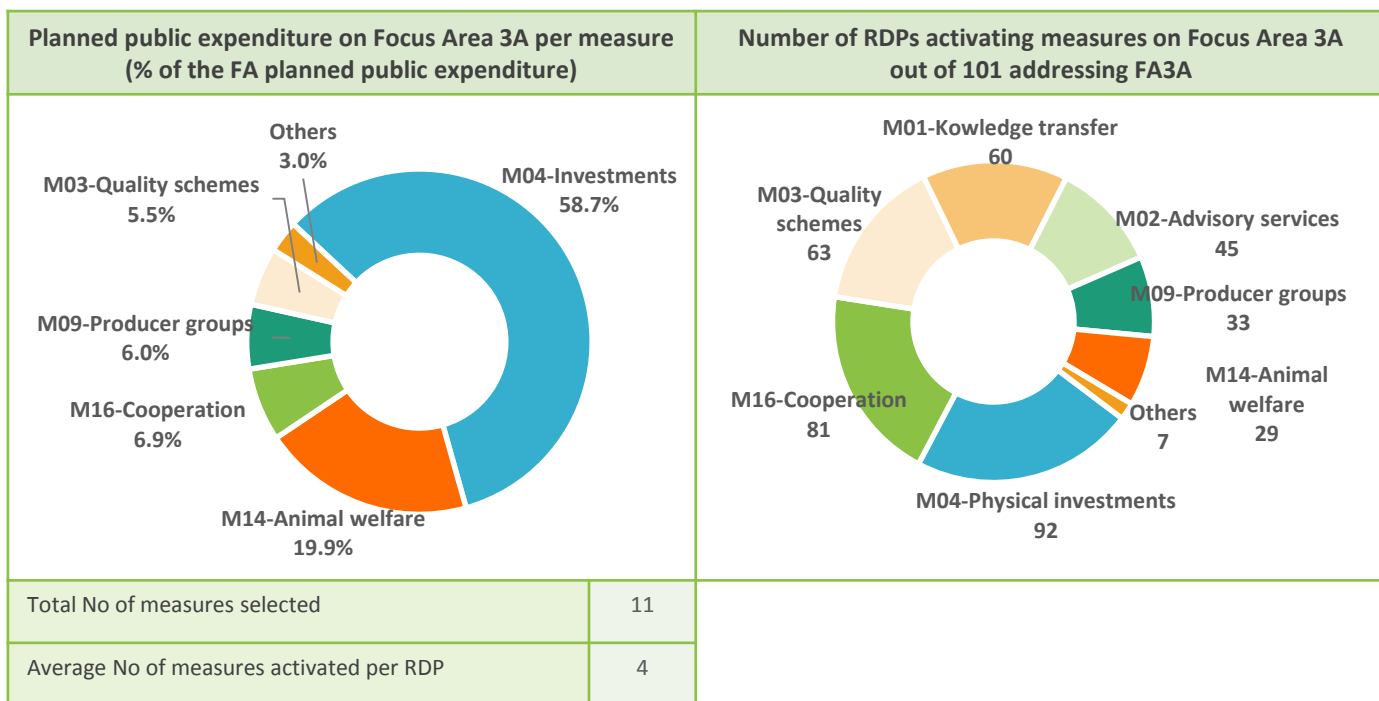
 Main output indicators	EU Total
No of beneficiaries trained in issues related to the Focus Area	214 497
No of holdings supported for quality schemes	137 610
No of holdings participating in producer groups supported	129 091
No of beneficiaries advised in issues related to the Focus Area	63 443
No of investments operations supported	33 883
No of agricultural holdings participating in cooperation/local promotion among supply chain actors	30 109

3. Planned total public expenditure on Focus Area 3A



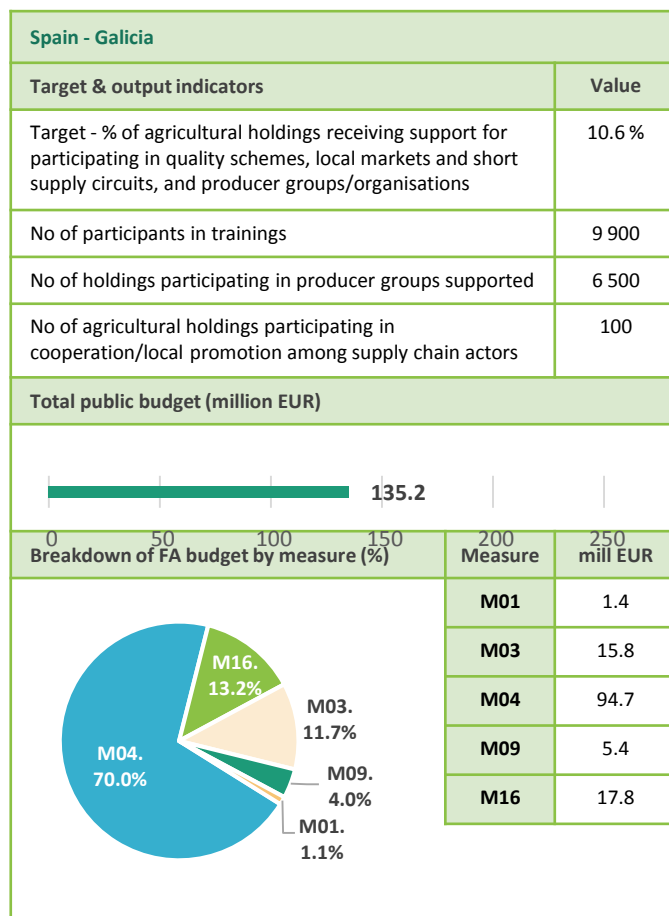
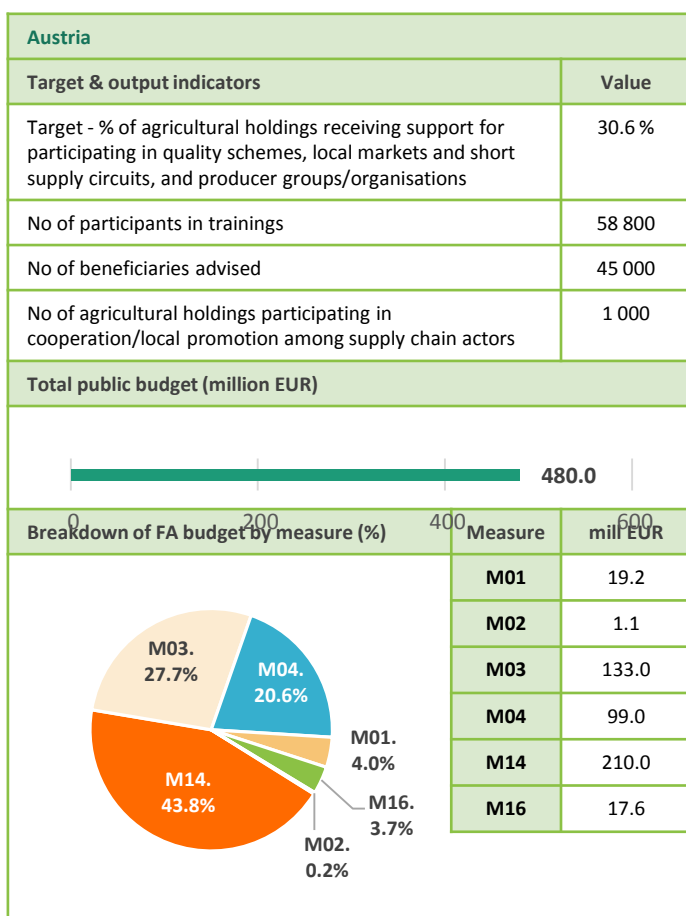
4. Intervention logic at EU level

In 2014-2020, measures within Rural Development Programmes can contribute to several Priorities and Focus Areas in a flexible manner. The following charts provide an indication of the most commonly used measures to address Focus Area 3A, as well as an indication of the number of RDPs in which these measures are selected. For a full overview of the Measures activated under FA 3A see section 6.



5. Example of RDPs' intervention logic

This section provides two examples of the intervention logic followed by RDPs which illustrate alternative approaches to addressing the objective of improving competitiveness of primary producers.



6. Measure mix per Member State


The following table shows the weight that each Member State has given to the various measures available in order to achieve the targets set for this Focus Area. Highlighted cells indicate the highest budget share allocation per MS. The last row presents the EU-28 planned total public expenditure for each measure (million EUR).

 = Highest budget share allocation per MS

	M01 - Knowledge transfer & information actions	M02 - Advisory services	M03 – Quality schemes	M04 - Investments in physical assets	M06 – Farm & business development	M07 – Basic services & village renewal	M08 - Investments in forest areas	M09 – Producers groups & organisations	M11 – Organic Farming	M14 – Animal welfare	M16 – Cooperation	Total	Planned expenditure (million EUR)
AT	4%	0.2%	28%	21%						44%	4%	100 %	480
BE				94%				6%				100 %	35
BG	0.1%	0.4%		70%	2%			3%		21%	4%	100 %	273
CY	2%		20%					20%		47%	10%	100 %	15
CZ	0.2%			41%						28%	31%	100 %	240
DE	1%	0.3%		42%						54%	3%	100 %	284
DK													
EE	3%	0.1%	1%	48%				6%		39%	4%	100 %	105
ES	1%	0.3%	5%	84%				3%		1%	6%	100 %	1 750
FI	1%	1%		8%						82%	9%	100 %	562
FR	1%	0.3%	7%	80%				0.2%	1%		10%	100 %	749
GR	2%		12%	69%				7%		3%	7%	100 %	420
HR	1%		7%	83%				9%			1%	100 %	104
HU	2%	0.6%	5%	59%				13%		18%	3%	100 %	656
IE													
IT	1%	3%	8%	65%	0.4%		1%	1%		13%	8%	100 %	2 261
LT	4%	0.3%	3%	87%				1%			5%	100 %	146
LU													
LV				96%				4%				100 %	67
MT			34%	47%					1%		19%	100 %	13
NL													
PL	1%		3%	56%		6%		33%			2%	100 %	1 242
PT		3%	3%	16%			3%	44%			31%	100 %	39
RO	0.4%	0.02%		28%				3%		65%	4%	100 %	792
SE	8%	5%		5%						67%	16%	100 %	189
SI	1%	0.3%	2%	75%				2%		16%	4%	100 %	102
SK	0.4%	0.03%		61%						33%	6%	100 %	330
UK	3%	1%	0.4%	68%						3%	25%	100 %	221
EU-28 (%)	1%	1%	6%	59%	0.1%	1%	0.2%	6%	0.1%	20%	7%	100 %	11 075
EU-28 (mil. EUR)	123	90	605	6 500	15	75	19	668	10	2 208	761	-	

7. Additional information

Rural Development Regulation 2014-2020

Regulation (EU) N° 1305/2013 of the European Parliament and of the Council on support for rural development by the European Agricultural Fund for Rural Development (EAFRD) [PDF ]

RDP Summaries

Developed by the ENRD, these summarise the relevant information of all the RDPs approved [\[here\]](#)

Priority Summary

Developed by the ENRD, these summarise the relevant information of all Priorities [\[here\]](#)

Source of information: All data presented in this summary comes from the European Commission-approved 2014-2020 Rural Development Programmes (118 RDPs in total). In this fiche, public expenditure means total public expenditure (= EAFRD + Member States matching funds + any national top-ups). Due to rounding, there may be small discrepancies between some figures presented. Data includes programme modifications until March 2016. Out of the 118 Rural Development Programmes only the 112 national and regional Programmes have been considered because National Frameworks and National Rural Network Programmes do not allocate budget on Measures. Please note that data and calculations provided do not include M20 (Technical Assistance), or M18 (Complementary payments to Croatia). Icons source: www.flaticon.com

Disclaimer: This document aims to provide an accessible summary of the Rural Development Priority information covering all EU-28 RDPs. The information provided should not be considered a comprehensive account of the original RDP content.

Summary version: Version 1 (Based on SFC data March 2016)

Last updated: March 2016



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