The Commission supports EU agricultural producers and exporters through the EU promotion policy\(^1\), which enhances the sector's competitiveness by raising awareness of high EU standards in terms of quality, safety, authenticity and sustainability, inside and outside the EU.

In addition, the Commission organises EU pavilions at major international agri-food fairs and high-level missions with EU business delegations to countries with high export potential for EU producers.

The Commission allocated EUR 189.5 million to the policy’s 2022 work programme, a level of investment we expect to be sustained.

To counter rising costs, boost production and support rural areas, the Commission adopted an exceptional and temporary derogation to allow the production of crops on fallow land in 2022 and 2023. Moreover, the Commission adopted exceptional support measures of EUR 500 million to directly support farmers most affected by higher input costs and the closure of export markets.

Member States can also use available funds of up to 5% of their European agricultural fund for rural development (EAFRD) budget for 2021-2022 for liquidity support for farmers and small and medium-sized enterprises (SMEs). Future rural development support will continue to cover environment- and climate-friendly land management, animal welfare, and compensation for natural and other disadvantages.

The Long-Term Vision for Rural Areas encourages Member States to use the Recovery and Resilience Facility, InvestEU, and other EU programmes to develop actions in line with regional smart specialisation strategies so that rural regions remain attractive for investments.

As regards State aid, the Commission adopted the Temporary Crisis Framework\(^2\) enabling Member States to grant support to remedy the serious economic disturbance.

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\(^1\) Regulation EU No 1144/2014, OJ L317/56, 4.11.2014.

\(^2\) Communication from the Commission Temporary Crisis Framework for State aid measures to support the economy following the aggression against Ukraine by Russia, OJ C 131I, 24.3.2022, p. 1.