GEPC Promo - Building the 2nd mushroom promotion programme to be submitted to the 2027 EU call

Date of the meeting	Country	Participants from the country	Specific questions/remarks
24/09/2026	**Netherlands**	Tom Van Wijk, Dutch association (LTO) Noud van den Broek, Banken	Need of actions towards retailers on top of B2C actions. They could be consulted for some advise for the content of the programme. A specific kit could be developped that growers can bring to the retailers. Consumption of mushrooms is decreasing in NL. Question about when the Marketing committee will be needed (frequency of meetings): a few times to prepare the mushroom application and then, if the programme is selected, 1v meeting per quarter. *Noud van den Broek to send a few points about the provision of assets for retail media and local activation + general consumption elements in the Netherlands when possible.* *Réjane to send Noud the Dutch market analysis made for the 1st mushroom application, as an example.*
24/09/2026	**Czech Republic**	Vaclav Vavrecka and Vaclav Dolansky, Czech association (CMGA)	Would like to focus locally on mushroom farms as "ethic" compared to slaughter houses. Not possible to directly use such a negative comparison according to EU rules but we can focus on positive aspects of mushrooms growing. Specificity in Czech Republic: the consumption of cultivated mushrooms is low (about 1 kg/person/year) but the consumption of wild mushrooms picked in forests is high and part of the local traditions. Partnerships with chefs for inspiring recipes could be helpful. Question regarding the mechanism for the professional contribution: 2 cents/litre of spawn (ie 20 cents/ton of substrate) paid directly by the main spawn producers in the EU.

01/10/2026	**Belgium**	Karel Desmet, Belgian association (Boerenbond Kring Champignontelers)	For Belgium, if possible, broaden the audience to frequent cookers older than 45 and strong decrease of the budget for social media compared to other actions. Belgium would be interested in advertisement in digital or printed newspapers. About the financial mechanism for professional contribution: it would be 2 cents/litre that is 20 cents/ton of substrate. Belgium would prefer that this contribution is not in a separate line in the grower's invoice.
08/10/2026	**Germany**	Bernd Böging, Waldemar Schuller, German association (BDC)	Germany wishes to have its word about the **choice for the partnerships with influencers/ambassado**r: possible within the limits of the related budget. Exemple of retail activities which could be done: points of sale material, advertising in the screen in the shops or on the retailers' online supports, etc ... <u>Financing:</u> 2 cents/liter of Agaricus paid by the 3-4 main European spawn producers, still on discussion. If not possible, revert to the mechanism used for the 1st mushroom promotion with about 40 cents/ton of substrate. The sustainable aspect can be focused on in the local implementation of the promotion actions. Better use only "Mushroooms" on the tagline of the next EU campaign. Still possible for Germany to suggest a Marketing expert to take part to the Marketing committee (to help on the submission to the EU and also during the advancement of the programme). In Germany, the main promotion action is currently based on "Mushrooms kit" to be used in schools to grow mushrooms.

14/10/2026	**Spain**	Rebeca Lavega, Eduardo Martinez, Elias Olmeida from Spanish association (ASOCHAMP)	For Spain: focus on a longer term effect of changing consumer habits/buying. Target: 25-45 years or maybe also older. Spain would prefer a **stronger focus on retail activities** (offline & online via their websites / webshops) and in **general advertising** (such as streaming services like Netflix) ; Reduce the Press events and social media actions. Less social media advertising. Financing: Spain would prefer do the same as for the 1st promotion programme with Asochamp paying directly the Spanish contribution to GEPC Promo. For GEPC Promo, the preferred method of collecting the contribution is through the spawn companies because it will catch 90% of the industry. The detailed list of activities with related budget for each country will not be available before January-February 2027 because this will be built with the help of the implementing agency, which will be validated by the GEPC Promo Board in December 2026, after the tender put on the EU platform on 26th October 2026. *Spain will revert by Friday 23rd October to confirm that they will participate to the 2nd programme.*

15/10/2026	**Poland**	Maciej Spychal, Polish association (SBGU)	Poland would like to maintain a strong focus on public relations (with strong messages) which went very well for the 1st mushroom promotion programme. Focus mainly on taste, versatility (& bit on Health); Sustainability not a reason to buy in Poland. Target Group: B2C-25-45 years = OK, maybe split in different sub-groups. B2B - potential for big sales themes. Retail direct is difficult but point of sales and retail media could be helpfull. Explore the possibility of a budget for 2B2 actions towards out-of-home (like restaurants such as McDonalds), otherwise OK for online advertising, such as social media and retail media. Focus on contracting with a higher-level of ambassadors and influencers per country (in close contact with each country) with ones having a higher amount of followers, if the budget allows it. Maybe reduce the budget for creating dedicated high-end videos and choose for more simple short videos (Social Media Reels of 10-20 seconds) to the benefit of the other categories of promotion actions. Need of a brief for each stakeholder about the best way to make photos/videos of Agaricus mushroom (degree of light, no white on white, etc...), but also how to use and activate the EU campaign yourself to make the campaign more effective.

15/10/2026	**Italy**	Raffaela Lucato and Maddalena Fuser, Italian association (AIF)	Italy would like to know the Italian budget per category of promotions actions as soon as it is available. Focus on themes: looks of the food, versatility, taste Target: the 25-34 years old rather than the bigger one 25-45 years old. Retail: younger people are not interested in promotion in shops Strong focus on Italian Ambassadors influencers should be more of a higher level than last time and to be chosen with the Italian association. Good to repeat the visits of influencers in the mushrooms farms. Social Media is important. No TV Promotion Italy may suggest an agency to receive the documents to reply to the tender (important: the GEPC Promo tender will be put on the EU platform on 26th October and available for a reply to any agency in the EU). *Italy will reply to the online questionnaire as soon as possible, see link below: https://forms.cloud.microsoft/e/jhRaFGy0Py*

22/10/2026	**Hungary**	Arpad Mutsy and Veronica Varga, Hungarian association	Explore the possibility to have a specific WP on Fruit Logistica fair (with cooking shows on the stand + video material to be ran on the stand, advertisement in the book of the fair, etc …) and if private sponsors would be authorised by EU rules. This fair is especially for all European Retailers, so B2B retail target group. - Warning: it will be an expensive activity. A "online box for ideas" could be created for all remarks/suggestions to be made for building this 2nd promotion programme: the Marketing Committee is there to help and advise the Project coordination Team on the marketing field.
	France	French association FNSACC	France would prefer to focus on increase buying intention via online advertising and on retail activities (partnerships with retail chains such as media, …). OK to continue with social media and influencers with more video formats. Strongly reduce the Press events, the Public relations and the French website European mushrooms