

INTERACEITUNA

PROMOTIONAL CAMPAIGN UNITED STATES 2024 - 2026



SEVILLE, NOVEMBER 2022

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1. INTRODUCTION

INTERACEITUNA is the table olive interprofessional organisation, created in 2004 by all the organisations representing the sector and recognised by the Ministry of Agriculture, Fisheries and Food.

One of its functions is the national and international promotion of table olives. Since 2007 it has carried out promotional campaigns in more than ten countries: Canada, Mexico, the USA, Australia, France, the UK, Russia, India, etc. Contributions from the sector, together with collaboration with different public bodies (MAPA, EU, ICEX, EXTENDA, AVANTE, etc.), have made it possible to invest more than 25 million euros to date, which proves INTERACEITUNA's long experience in managing funds for this type of generic campaign.

In the period 2013 - 2016 consecutive promotional campaigns were developed in the USA, having carried out activities such as: Media plan (TV, print and digital), PR events aimed at professionals and consumers (IFEC, Summer Fancy Food, Food Fete, South Beach Festival, Great Match, PLMA, Star Chef, etc.), promotional activities with hotel and catering schools and restaurants (masterclasses, showcooking, contests, etc.) and online actions (web, video recipes, social networks, etc.). The investment for these promotional activities was around one million euros.

In 2017, a three-year campaign was launched in the United States (2017 - 2019) with a total investment of 7,418,144 euros for the three years, of which 80% was provided by the European Commission and the remaining 20% by INTERACEITUNA. The promotional actions carried out were aimed at a broad target: consumers and professionals (HORECA channel and media). This campaign had an ambassador par excellence: José Andrés, who collaborated both in events and in the video recipes. The claim of the campaign was:

*A tasty message from Europe,
Have an olive day!
With olives from Spain.*

Once this campaign was finished (February 2020), a European project with similar characteristics was presented again in the same year, which was granted and is being developed in the period: 2021- 2023. The economic endowment was very similar to the previous European programme (7.4 million euros). The creative concept was:

*Put Europe at your table.
Have an olive day!
With olives from Spain.*

The actions carried out in these campaigns can be seen in detail on the website of INTERACEITUNA: www.interaceituna.com/promocion/ and on the website of the last campaign: <https://olivesatyourtable.eu/>

The purpose of this call for proposals is to draw up a promotion plan to be submitted to the call for European funds 2023. This will be submitted to the European Commission and will be within the framework of Regulation 1144/2014 of 22 October, on information provision and promotion measures for agricultural products on the internal market and in third countries, for the **period 2024-2026**.

2. CONTEXT OF THE U.S. CAMPAIGN (SUSTAINABILITY)

The European Commission has established a line of aid for the development of agri-food product promotion programmes that can be carried out both within and outside the European Union (third countries). The aim of these programmes has always been to promote consumption and raise awareness of European agri-food products, including table olives. Likewise, for several calls for proposals it has been an essential requirement for all projects associated with this type of fund to promote sectors involved in sustainability. Sustainability understood in the following areas:

- Economic sustainability: work it generates in the population. Circular economy, role of women, gender diversity, employment in rural areas, digitalization ...
- Consumption sustainability: educating the population to consume in a responsible and sustainable way.
- Environmental sustainability: olive production must favour the EU's green policy and stop climate change. The extensive versus intensive, the optimization of water use or the use of phytosanitary products, for example.

With the project to be presented, it must be explained:

- The efforts made by the olive sector to make production and/or consumption practices more sustainable, using the Food and Agriculture Organization of the United Nations (FAO) definition of sustainable agriculture as a reference.

The winning agency will have at its disposal a study on the sustainability of the olive grove that it will be able to use to fine-tune the campaign messages once the campaign is underway.

The promotional campaign to be developed in the United States is framed within this type of program, which is why **the agencies participating in the contest must know and accept in all its terms the legislation** that regulates them and which is summarized below:

- Regulation 1144/2014 of 22 October on information provision and promotion measures for agricultural products on the internal market and in third countries.
- Delegated Regulation 2015/1829 of 23 April supplementing Regulation 1144/2014 of 22 October.
- Implementing Regulation 2015/1831 of 7 October laying down detailed rules for the implementation of Regulation 1144/2014 of 22 October.
- Justification Guide 2022 (APPENDIX 4)

Documentation available at: <https://ec.europa.eu/chafea/agri/funding-opportunities/legal-framework>

More info: http://ec.europa.eu/agriculture/promotion/policy/index_en.htm

Finally, it is important to highlight that the competition for which this document is provided aims to **select a 3-year promotion programme to be submitted to the European Commission within the framework of this line of aid**. This fact implies that, although our entity has a good chance that the selected programme will

be approved, it may be discarded by the Commission and, consequently, not be executed.

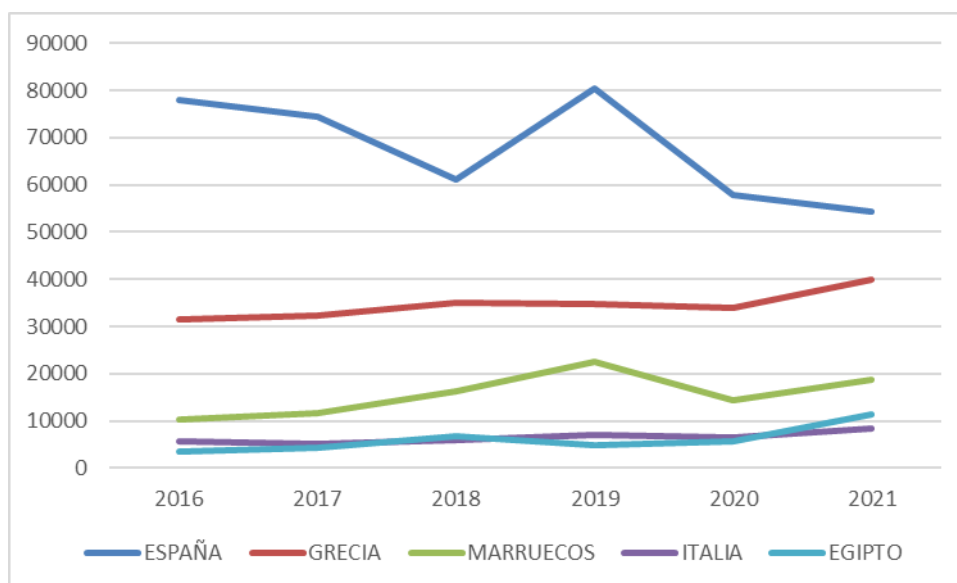
3. THE TABLE OLIVE MARKET IN THE USA

According to data from the International Olive Council, Spain is the country that produces and exports the most table olives in the world. Spanish olives are present in more than 130 countries, with the United States being the main destination for Spanish exports. However, due to the tariffs imposed on Spanish black olives, Spanish table olive exports to the US have fallen by 30% in the last two years, from 78 million kilos to 55 million kilos.

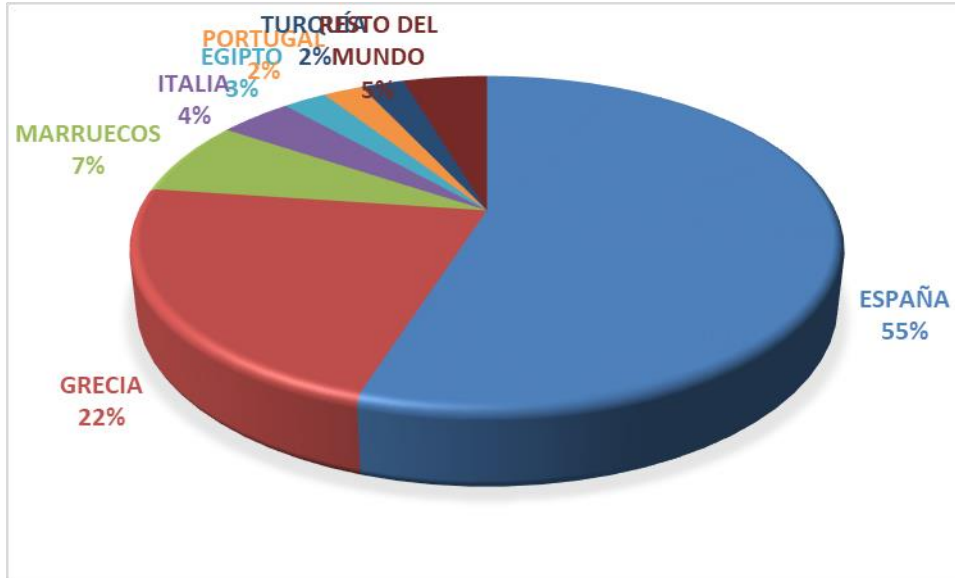
The United States is one of the world's largest olive consumers. US table olive production is around 30,000 tonnes (concentrated in the California area) and the volume of imported olives is around 140,000-170,000 tonnes a year. In 2021, local production accounted for 20% of the market, compared with 26% in 2016 and 34% in 2003, which explains the decline in local production and the growth in imports in recent years.

Despite the tariffs imposed on black olives, Spain continues to be the main supplier of olives to the USA, maintaining its leadership (with a 35% market share in 2021) and followed at an increasingly shorter distance by countries such as Greece (26%), Morocco (12%) and Egypt (7%). However, it is worth remembering that Spain's market share in 2016 was 55%.

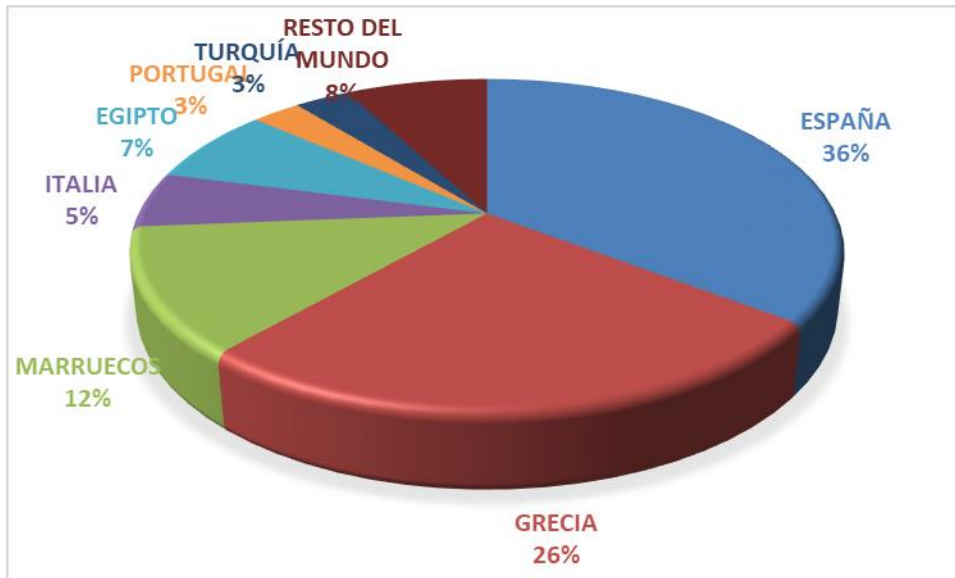
Below is a chart showing US imports during 2016 - 2021 by country, as well as market share.



2016:



2021:



4. OBJECTIVES

In view of the loss of market share, it is necessary to continue with promotional activities to keep olives at the *top of consumers' minds*. Despite the leadership of Spanish olives in the US market, in recent years Spain has been gradually losing market share in the segment of olive consumption as a snack, to the detriment of countries such as Greece and Italy. Nonetheless, Spain maintains its leading position in the segment of olives as an ingredient in pizzas, salads, etc. Likewise, the HORECA

channel is mainly supplied by Spanish olives for inclusion in prepared dishes/foodstuffs. In this niche, we are leaders in comparison with other European and non-European olives.

In view of this situation, the ideal is to reinforce the olives' current leading position and continue working to encourage consumers' consumption habits.

What does INTERACEITUNA want to achieve by promoting olives in the United States?

Objectives:

- Achieve that Table olives, in general "European" and in particular "Spanish" olives, are at the "top of mind" of U.S. consumers.
- Increase sales.
- To curb competition in the consumption of olives as an aperitif.
- Training on the main varieties, in this case: Manzanilla, Gordal and Hojiblanca. Giving recognition to the varieties is key to achieving the three objectives set out above.
- To show the sustainability of the olive grove, thus joining the green and environmental policy: *From Farm to Folk*.
- All these messages will be conveyed with a European/Mediterranean and, in the background, Spanish vision.
- Encourage the use of olives in pizzas, salads, etc. However, for the professional target, what counts is price and volume, and they do not need to be "educated" on the benefits of European/Spanish table olives. So the weight of the actions should be on the consumer.

5. CREATIVE APPROACH

As can be seen from the regulations mentioned in point 2 of this document, the promotional actions to be carried out must comply with a series of specific requirements which, on occasions, may not be in line with the objectives set out above.

For this reason, **the challenge for the agency is to come up with an original and novel creative concept aimed at promoting the consumption of olives in the USA and which also complies with the European regulations governing this programme** (Article 4(2)(b) of Regulation 1144/2014).

2. Information provision and promotion measures shall not be origin-oriented. They shall not encourage the consumption of a product solely on the basis of its origin. However, the origin of the product may be visible provided that the following rules are complied with:

(b) in third countries, the indication of origin may be placed at the same level as the Union's main message for the campaign.

NOTE: It is recommended to carefully study all the limitations that exist when mentioning the country of origin in the creative elements. Below is a creative example that **does NOT comply** with the requirements established in the program rules in relation to the mention of origin and another that does.



The logos that will have to appear in all the creative developments that will be elaborated within the framework of the campaign and always at the same level are:



CAMPAIGN FUNDED WITH THE AID OF THE EUROPEAN UNION AND SPAIN



Examples of creative projects that comply with European regulations:



PRESCRIBER/AMBASSADOR

In the European programme held in the USA during 2017/2019, the prestigious Spanish chef José Andrés was on hand to lend credibility and visibility to the campaign's messages. His Spanish origins, his long career as a chef and his well-known humanitarian work make him an excellent prescriber for Spanish olives. In the current programme (2021/2023), José Andrés has only been present at a single event to inform the media and influencers about the actions being carried out in the current campaign. For the new programme, which has a different objective, the

continuity of the chef José Andrés is not considered essential, but it is preferred to give **the absolute protagonism to the product**. However, if the agency considers it appropriate, it can evaluate his inclusion in the plan, or that of another prescriber, as long as it is adequately justified. In the last

6. BUDGET

The **annual** budget for the campaign will be **€915,000**. This amount must include the agency service, VAT excluded. TOTAL 3 YEARS: 2.745.000€.

7. ACTIONS TO BE DEVELOPED

Taking into account the current situation of the sector and the budgetary constraints, the agency should propose an action programme to achieve the objective set out in point 4:

- 1. Target audience to which the campaign should be directed.** In the case of proposing several audiences, indicate the percentages of budgets that would be allocated to each of them.
- 2. Scope of action.** Despite the fact that the campaign should be national in nature, budgetary constraints mean that we must focus on priority areas.

All the actions proposed for the programme must be compatible with the provisions of the legislation that regulates it and, furthermore, must be sufficiently detailed to allow their correct evaluation, and **actions of an innovative and original nature will be highly valued**. For this reason, all the promotion actions proposed by the agency in its proposal must be proposed following the model included in **ANNEX 1**.

IMPORTANT:

1. Any activity that is submitted without the description and detail required in the form will **NOT** be evaluated. In addition, not all activities have to be implemented in all zones of influence, depending on the agency's strategy.
2. The campaign must **NOT** include olive brands, Interaceituna cannot develop activities of a commercial nature under any circumstances.
3. The **purchase of product** must be included in the proposal budget.
4. It is mandatory for agencies to request **certifications of the impressions** served in the proposed digital and audiovisual campaign.
5. The agencies must request **invoices from their suppliers, and present their proof of payment**, as indicated in the FEGA Justification Guide (ANNEX 4).

8. SELECTION PROCESS: PHASES

FIRST STAGE - EXCLUSION: a study will be made of whether the companies submitted comply with Article 71 of Law 9/2017, of 8 November, on Public Sector

Contracts. To this end, the agencies will be asked to provide a signed statement attesting to their compliance with Article 71 of Law 9/2017, and those that do not comply with said article and do not submit the statement will be excluded from the selection process.

- Exclusion criteria. The executing agencies will be excluded from participating in the selection process if they are involved in any of the exclusion criteria of Article 71 of Law 9/2017, of 8 November, on Public Sector Contracts and/or are not up to date with payments to the Treasury and Social Security.

SECOND STAGE - SELECTION: the technical and financial capacity of the agencies will be evaluated exclusively, without assigning points in this regard. In this phase, the following will be taken into account:

- Agency structure and personnel assigned to the project.
- Financial capacity.
- Absence of conflict of interest.

NOTE: All agencies that meet these criteria move on to the third and final phase.

THIRD STAGE - AWARDING: the project is evaluated by means of a scoring system that is used by the European Commission to evaluate the proposals of the proposing entities. These criteria have been adjusted to evaluate a promotion plan:

A. European dimension, 20 points (threshold 14):

- Design of an appropriate action plan with regard to the objectives and strategy of the programme, synergies with other actions in the market, as well as sustainability (10 points).
- Creativity and European message of the campaign and compliance with the regulations governing the programme (10 points).

B. Technical quality of the project, 40 points (threshold 24):

- The agency's knowledge and analysis of the U.S. market will be valued (10 points).
- Well justified geographical proposal with coherent actions (15 points).
- Detailed actions, which can be justified according to the new EU Guide, measurable, time-bound, realistic and result-oriented (15 points).

C. Quality of project management, 10 points (threshold 6):

- Project coordination and management structure (5 points).
- Quality control and risk management mechanisms (5 points).

D. Cost-effectiveness, 30 points (threshold 18):

- Budgetary detail of the actions to be developed. Detailed description of the estimated costs and the accuracy of the budget (10 points).
- Adequate budget allocation in relation to the objectives and scope of the activities, with a balance between the type of action to be developed and its economic amount. (10 points).
- Impacts to be achieved with each activity indicating their estimation method. Unit cost of the impact . (10 points)

9. TIMETABLE AND CONTRACTING CONDITIONS

The campaign will be implemented during the **three-year period from 01/04/2024 to 28/03/2027** (approximate dates to be fixed after the grant is awarded). Although an initial three-year contract will be signed in which the actions will be fully defined and planned, at the end of each year, improvements and modifications to the initial contract may be included and will be formalised by means of the corresponding addendum.

Deadlines for the delivery of documentation:

Companies interested in participating must send the documentation related to phases 1 (exclusion) and 2 (selection), **until December 22nd, at 12h (Central European Time/ CET).**

PHASE 1:

- Certificate or declaration of being up to date with the Treasury and Social Security.
- Signed declaration attesting to compliance with article 71 of Law 9/2017, of 8 November, on Public Sector Contracts.

PHASE 2:

- Agency structure and personnel assigned to the project.
- Financial capacity.
- Absence of conflict of interest.

Those who pass phases 1 and 2 will be notified and will have enough time (more than 15 days) to submit the documentation for phase 3 (award) which will be delivered to INTERACEITUNA on **24 January 2023, before 14h (Central European Time/ CET)**. These can be sent in digital format to the e-mail addresses info@interaceituna.es, promocion@interaceituna.es and marketing@interaceituna.es. For queries related to the competition, the contact persons will be Paula Sánchez and María Becerra (954.21.55.69 - marketing@interaceituna.es, promocion@interaceituna.es).

Once the proposals are received (January 24, 2023) INTERACEITUNA will analyze them and during the month of March will inform, via email, the agencies of the outcome of the competition.

The rest of the contracting conditions and the requirements to be fulfilled by the agency are specified in **ANNEX 2**.

10. PRODUCT INFORMATION

Information on the product that may be relevant to the development of the proposal is included in **ANNEX 3**.

ANNEX 1: DESCRIPTION SHEET OF THE ACTIONS TO BE CARRIED OUT

- Name of the activity.
- Target.
- Scope.
- Annuity.
- Description of the activity and justification.
- Direct and indirect impacts.
- Indicator and/or source for calculating impacts.
- Overall budget for the action broken down by item.

EXAMPLE COMPLETED ACTION FACT SHEET

Name of the activity: Printed media plan.

Target: Consumers in general (general press) and professionals (specialized magazines).

Scope: National. Segmentation in x strategic areas. Each year, media present in x strategic areas will be reinforced.

Annuity: Years 1, 2 and 3.

Description of the activity and justification: During the 3 years of the program, advertisements and advertorials will be inserted in a series of newspapers and magazines whose readers belong to the target of the program. The insertion of advertisements and advertorials will allow us to have an impact on a large number of people to whom we will be able to send the messages of the campaign as we will be able to control the information that is published. The following table in an example that shows the planned insertions each year:

MEDIA PLAN YEAR 1				
SUPPORT	PERIOD.	THROW	FORMAT	INSERTS
New York Times	Weekly	xxxx	1 P. Vert. Color	5
Miami Times	Weekly	xxxx	1 P. Vert. Color	5
Chicago Times	Weekly	xxxx	1 P. Vert. Color	5
Houston Times	Weekly	xxxx	1 P. Vert. Color	
San Franc. Times	Weekly	xxxx	1 P. Vert. Color	
Los Angeles Times	Weekly	xxxx	1 P. Vert. Color	
Washington Times	Weekly	xxxx	1 P. Vert. Color	5
Philadelphia Times	Weekly	xxxx	1 P. Vert. Color	5
Seattle Times	Weekly	xxxx	1 P. Vert. Color	5
HORECA news	Monthly	xxxx	Publirrep. 3 P.	
Food Industry Mag.	Monthly	xxxx	Publirrep. 3 P.	
Restaurants news	Monthly	xxxx	Special 8 pages	1
TOTAL IMPACTS = XXXXXXXX				

MEDIA PLAN YEAR 2				
SUPPORT	PERIOD.	THROW	FORMAT	INSERTS
New York Times	Weekly	xxxx	1 P. Vert. Color	
Miami Times	Weekly	xxxx	1 P. Vert. Color	
Chicago Times	Weekly	xxxx	1 P. Vert. Color	
Houston Times	Weekly	xxxx	1 P. Vert. Color	5
San Franc. Times	Weekly	xxxx	1 P. Vert. Color	5
Los Angeles Times	Weekly	xxxx	1 P. Vert. Color	5
Washington Times	Weekly	xxxx	1 P. Vert. Color	5
Philadelphia Times	Weekly	xxxx	1 P. Vert. Color	5
Seattle Times	Weekly	xxxx	1 P. Vert. Color	5
HORECA news	Monthly	xxxx	Publirrep. 3 P.	
Food Industry Mag.	Monthly	xxxx	Publirrep. 3 P.	
Restaurants news	Monthly	xxxx	Special 8 pages	1
TOTAL IMPACTS = XXXXXXXX				65

MEDIA PLAN YEAR 3				
SUPPORT	PERIOD.	THROW	FORMAT	INSERTS
New York Times	Weekly	xxxx	1 P. Vert. Color	5
Miami Times	Weekly	xxxx	1 P. Vert. Color	5
Chicago Times	Weekly	xxxx	1 P. Vert. Color	5
Houston Times	Weekly	xxxx	1 P. Vert. Color	5
San Franc. Times	Weekly	xxxx	1 P. Vert. Color	5
Los Angeles Times	Weekly	xxxx	1 P. Vert. Color	5
Washington Times	Weekly	xxxx	1 P. Vert. Color	
Philadelphia Times	Weekly	xxxx	1 P. Vert. Color	
Seattle Times	Weekly	xxxx	1 P. Vert. Color	
HORECA news	Monthly	xxxx	Publirrep. 3 P.	
Food Industry Mag.	Monthly	xxxx	Publirrep. 3 P.	
Restaurants news	Monthly	xxxx	Special 8 pages	1
TOTAL IMPACTS = XXXXXXXX				65

Total impacts 3 years: XXXXXXXX impacts.

Indicator and/or source for the calculation of impacts: For the estimation of the impacts to be achieved, the information provided by the company Kantar Media has been taken as a reference.

ACTIVITY - PRINT MEDIA PLAN									
	YEAR 1			YEAR 2			YEAR 3		
Budget breakdown	You.	Cost you	Total	You.	Cost you	Total	You.	Cost you	Total
Design and creation of advertisements		500	5.000	5	500	2.500	5	500	2.500
New York Times	5	2.000	10.000		2.000	20.000	5	2.000	10.000
Miami Times	5	1.000	5.000		1.000	10.000	5	1.000	5.000
Chicago Times	5	2.000	10.000		2.000	20.000	5	2.000	10.000
Houston Times		1.000	10.000	5	1.000	5.000	5	1.000	5.000
San Franc. Times		2.000	20.000	5	2.000	10.000	5	2.000	10.000
Los Angeles Times		1.000	10.000	5	1.000	5.000	5	1.000	5.000
Washington Times	5	2.000	10.000	5	2.000	10.000		2.000	20.000
Philadelphia Times	5	1.000	5.000	5	1.000	5.000		1.000	10.000
Seattle Times	5	2.000	10.000	5	2.000	10.000		2.000	20.000
HORECA news		1.000	2.000		1.000	2.000		1.000	2.000
Food Industry Mag.		2.000	4.000		2.000	4.000		2.000	4.000
Restaurants news	1	1.000	1.000	1	1.000	1.000	1	1.000	1.000
SUBTOTAL		102.000			104.500			104.500	
AGENCY FEE (3%)		3.060			3.135			3.135	

TOTAL ACTIVITY	105.060	107.635	107.635
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ANNEX 2. TERMS AND CONDITIONS OF EMPLOYMENT

The following are a series of contracting conditions that the agency that decides to enter the competition must be aware of, many of which are imposed by the regulations that govern the programme.

- The agency that wins the competition will be subject to Spanish and European legislation. The regulations governing the programme will be binding and the agency must expressly accept them in the contract.
- The contract between the AGENCY and INTERACEITUNA shall be drawn up in euros and invoices from the supplier organisation shall only be paid when the supplier organisation submits invoices from its suppliers with proof of payment.
- Although it is not mandatory for the Executing Agency (the AGENCY), it is recommended that the AGENCY has a dedicated bank account for this programme in Euro currency from which it will make all payments to its suppliers.
- No advance payments are contemplated, which implies that the AGENCY must have sufficient liquidity to meet its payments. The AGENCY will invoice INTERACEITUNA on a bi-monthly basis.
- Before INTERACEITUNA proceeds with the payment of the bimonthly invoices, the AGENCY will have to provide all the invoices from its suppliers, which must coincide with the amounts invoiced to INTERACEITUNA. In the event that there are invoices in foreign currency, in accordance with the regulations, the applicable exchange rate will be the penultimate exchange rate set by the ECB prior to the month in which the expense is recorded.
- In addition to the above, as a prerequisite for payment, the AGENCY will have to provide with the bi-monthly invoice all the necessary receipts and supporting documents proving the execution and payment of the activities included in the invoice.
- It is considered reasonable that the AGENCY's fees related to media buying are around 7% and those corresponding to the execution of the rest of the activities around 13%.
- The AGENCY will be in charge of all the administrative management of the program (preparation of reports, justifications, sending of vouchers, delivery in registers, etc.). All this documentation will be provided in Spanish.
- The AGENCY will have to provide any kind of technical or financial control carried out by the EU or by auditors contracted by INTERACEITUNA according to the programme regulations.

In addition, any proposal submitted must meet the following requirements:

- Specify the team assigned to the program, as well as the hours of dedication of each one of them.

- Define previous experience in promotion programmes for agri-food products and, if applicable, their experience in the implementation of European promotion programmes.
- The proposal submitted must be in Spanish or English.

ANNEX 3: PRODUCT INFORMATION

History and tradition: Olive trees have grown in Spain since the 1st century forming part of the landscape and gastronomic culture of our country. Its climatic conditions and its soil, rich in nutrients, give the fruit an unequalled quality. Olives are part of the culture of our country and are a food of social character when we relate to family and friends.

Leadership and quality: Spain is the world leader in the production and export of table olives, accounting for 22% and 40% respectively (average figures for the last 5 years). This leadership is due to the good work of our farmers and the fact that we have the most modern and advanced industries in the world, which gives us high levels of food safety and control.

Wide Spanish offer: Spain produces and exports to the United States a wide range of olives. Different varieties (Manzanilla, Hojiblanca, Gordal, etc.), types (green and black), formats (cans, glass jars, plastic, large format packaging for professionals, etc.) and numerous forms of presentation (whole, pitted, sliced, seasoned, crushed, more than 80 types of fillings, etc.).

Versatility: The table olive is a very versatile food that can be eaten as a snack and also as an ingredient in numerous preparations beyond its usual use in pizzas, salads and sandwiches. Since the olive is one of the few fruits that contains the four basic flavours, it can be easily integrated into other dishes such as sauces, pasta, meat, fish, rice and even desserts.

Accessible product: Table olives can be found in any type of establishment in different formats and presentations. Their price is affordable for any household and they can be easily preserved.

Nutrition and health: Olives are the natural source of olive oil, an essential ingredient of the Mediterranean Diet. The calorie content of olives compared to other industrial snacks is 3 to 4 times lower. Olives contain nutrients that are good for your health, such as vitamins, minerals, oleic acid, fibre, etc.

NOTE: European regulations clearly define the requirements to be followed in order to be able to use nutrition and health related messages in the framework of these promotional programmes.