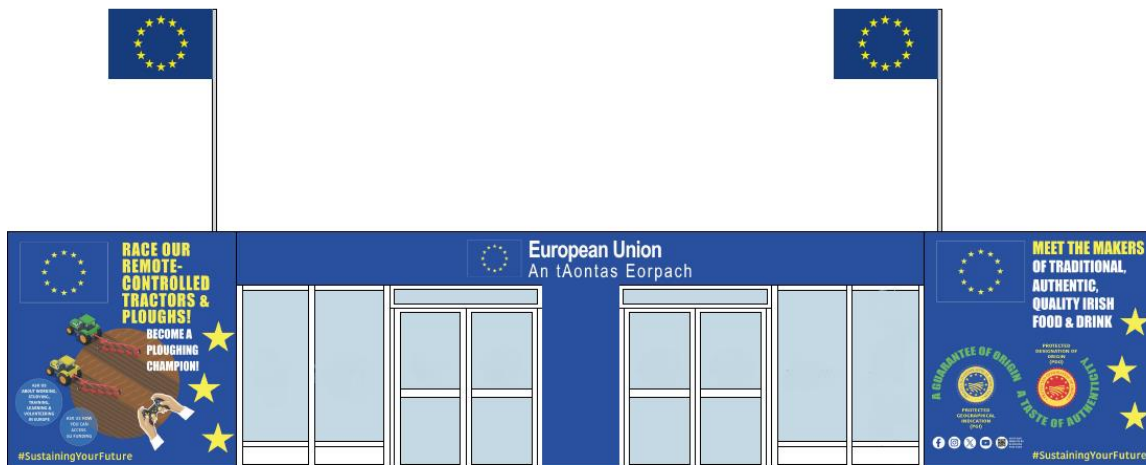


The European Union tent @ the National Ploughing Championships 2024 Your Gateway to Europe

(Block 2, Row 13, Stand 222)



The EU is back at Ploughing with a new look tent, remote controlled tractors to race, an EU quality logo to support traditional Irish producers, a new wormery and more.

The European Union comes to Ploughing with a tent packed with information and entertainment to promote EU opportunities. A central focus is on raising awareness about an EU quality mark that can benefit traditional, authentic Irish food and drink producers, as well as consumers. But the EU team will also have information on a wide range of EU topics - from CAP funding opportunities, to studying, volunteering and working abroad, as well as EU science and innovation programmes that support sustainable farming and food.

Trust the Logo! Did you know that an EU quality mark can support traditional Irish food and drink producers?

- **Irish Grass Fed Beef** is one of the best known Irish products benefiting from the [EU's 'Geographical Indication' scheme](#)¹ – an EU quality mark to promote, traditional, authentic, food and drinks across the EU. Visitors to the EU tent will also be able to meet a range of other Irish 'makers' who have achieved this quality mark, including: **Achill Island Sea Salt, Oriel Sea Salt, Waterford Blaa, Connemara Hill Lamb, Sneem Black Pudding, Imokilly Regato, Irish Poitín, Irish Whiskey and Irish Cream.**

3,000 products across the EU have a 'Geographical Indication' quality mark, but **only 13 of these are Irish.** Officials from the Department of Agriculture and the European Commission will be available to provide advice



¹ The EU geographical indications system protects the names of products that originate from specific regions and have specific qualities or enjoy a reputation linked to the production territory. The GI recognition enables consumers to trust and distinguish quality products while also helping producers to market their products better.

to producers interested in participating in the scheme and to raise awareness among consumers about how the labels help them to trust and distinguish quality products.

Race our Remote controlled tractors with ploughs!

- There is new entertainment in the tent and visitors of all ages can **race state-of-the-art remote controlled tractors with ploughs** to become a Ploughing champion and win great EU-themed prizes.

Visit our wormery and learn about healthy soils

- The **tent will** feature its **own wormery** where young visitors will be able to observe earthworms hard at work, loosening, mixing and aerating our soil, and learn about the importance of maintaining healthy soil.

Some features of the EU marque remain unchanged. It is still the place to meet and have a chat with Ireland's **European Commissioner, Mairead McGuinness** and learn about the newly-elected **Irish Members of the European Parliament**. There will be general information about **EU opportunities, publications, school visits** and **quizzes** with some great prizes.

Farmers' queries: The European Commission has experts on hand to reply to questions on the EU's veterinary rules and agricultural issues.

Questions about studying, training, learning and volunteering in Europe? The EU team is on hand to provide assistance and give visitors conformation about their rights and opportunities across borders.

Find out how EU funding can benefit you. Find out how EU funded science is supporting sustainable farming and food. Experts will also be available in the tent to provide information about a range of funding opportunities under EU programmes from the CAP Rural Development Fund to EU Cohesion Funds, green finance and more.

The European Union team at Ploughing is made up of European partners, including: the European Commission (EC) Representation in Ireland; The European Parliament Liaison Office, Ireland; EC Directorate-General for Health and Food Safety (Grange, Ireland), EC Directorate General for Agriculture and Rural Development; EC Directorate General for Financial Stability, Financial Services and Capital Markets Union; Research Ireland - Taighde Éireann; Léargas; Eurodesk Ireland; EURES Ireland; Department of Public Expenditure NDP Delivery and Reform and Regional Assemblies.