

Agricultural products: information and promotion on the internal market and the third countries

2007/0095(CNS) - 17/12/2007 - Final act

PURPOSE: to establish a legal framework for the promotion of agricultural products in the Community and in third countries.

LEGISLATIVE ACT: Council Regulation (EC) No 3/2008 on information provision and promotion measures for agricultural products on the internal market and in third countries.

CONTENT: taking account of experience gained, the prospects for market development both within and outside the Community, and the new international trade situation, the Regulation aims to enable the development of a coherent information and promotion policy for agricultural products and their method of production, as well as for the food products which are derived from them.

Regarding the Regulation, the information and promotion measures carried out on the internal market or in third countries may be financed, fully or in part, by the Community budget subject to the conditions laid down in this Regulation. The measures shall not be brand-oriented nor encourage the consumption of any product on grounds of its specific origins. However, the origin of a product covered by these measures may be indicated in the case of designations conferred under Community rules.

The measures under this Regulation are as follows:

- (a) public relations work, promotion and advertising, in particular to draw attention to intrinsic features and advantages of Community products, notably the quality and safety of food, specific production methods, nutritional and health aspects, labelling, animal welfare and respect for the environment;
- (b) information campaigns, in particular on Community systems of protected designations of origin (PDOs), protected geographical indications (PGIs), traditional speciality guaranteed (TSGs) and of organic farming;
- (c) information measures on the Community system for quality wines produced in specified regions (quality wines psr), wines with geographical indication and spirit drinks with geographical indication or reserved traditional indication;
- (d) impact assessments of the outcomes of the information and promotion measures.

On the internal market, the measures may also take the form of participation in events, fairs and exhibitions of national or European importance, by means of stands aimed at enhancing the image of Community products.

In third countries, the measures may also take the following form: (a) information measures on the Community system for table wines; (b) participation in events, fairs and exhibitions of international importance, in particular by means of stands aimed at enhancing the image of Community products; (c) studies of new markets, necessary for the expansion of market outlets; (d) high-level trade visits.

For the purpose of the Regulation, the Commission shall draw up lists of the selected themes and products and the third countries concerned. These lists shall be revised every two years. For promotion on the internal market, the Commission shall, for each of the sectors or products selected, adopt guidelines to be followed defining the strategy for information and promotion programmes. With regard to the promotion of fresh fruit and vegetables, particular attention shall be paid to promotion measures intended for children in schools.

To implement the measures, the trade and/or inter-trade organisation(s) representing the sector(s) concerned in one or more Member States or at Community level shall draw up proposals for information and promotion programmes of a maximum duration of three years. After examining the programme(s), the Member State(s) shall draw up a list of programmes selected, within the limit of available funds, and shall undertake to contribute to financing these programmes, where appropriate.

The Commission shall decide which programmes are to be selected and the corresponding budgets. Priority shall be given to the programmes proposed by several Member States or providing for measures in several Member States or third countries.

The Community's financial participation in the programmes selected shall not exceed 50 % of the actual cost of these programmes (60 % for measures for the promotion of fruit and vegetables intended specifically for children in schools of the Community). Proposing organisations shall participate in the funding of the programmes they propose, to a level of at least 20 % of the actual costs of the programmes.

By 31 December 2010, the Commission shall submit a report to the European Parliament and the Council on the application of this Regulation, together with any appropriate proposals.

ENTRY INTO FORCE: 12/01/2008.