

Information and promotion actions for agricultural products in third countries

1998/0330(CNS) - 14/01/1999 - Legislative proposal

PURPOSE: to create Community measures to promote and provide information on agricultural products in third countries. **CONTENT:** the proposal provides for measures in the following areas: - general activities: market research, surveys, high level visits, participation in international events fairs and exhibitions; - sector activities: press conferences, workshops and seminars for selected target groups focusing on the advantages of EC products; - specific programmes: public relations activities, advertising and promotions aimed at consumers/end users; - information campaigns on the Community system of PDOs/PGIs, TSGs, organic farming, quality wines psr, table wines and spirit drinks; - market studies with a view to expanding market outlets; - evaluative studies of promotional and information measures. Particular priority for these measures is given to: - products intended for direct consumption or processing for which export opportunities or potential new market outlets in third countries exist, especially where export refunds will not be required; - typical or quality products displaying high added value. Priority for these measures is also given to those third countries where there is significant actual or potential demand. A list of all these priority products and markets is to be drawn up by the Commission every two years. Initiative for proposing measures is accorded to the professional/ interbranch organisations of the sectors concerned, subject to approval by the Commission. Apart from certain specific measures which may be 100% financed by the EC, all other measures are to be degressively part EC-financed, with the remainder being funded by the professional/interbranch organisations proposing them and the Member States concerned. Provision is made during this process for the Commission to consult the Standing Group on the Promotion of Agricultural Products of the Advisory Committee on Agricultural Product Health and Safety. For measures in olive oil, management is to be entrusted to the IOOC (International Olive Oil Council). The Commission is also to give preference, in approving measures, to those programmes which cover several Member States.