

Information and promotion actions for agricultural products on the internal market

2000/0226(CNS) - 15/12/2000 - Text adopted by Parliament, 1st reading/single reading

The European Parliament endorsed the resolution by Mr Michel J.M. DARY (PES, F). The resolution was, however, subject to amendments which mirror those tabled by the Committee responsible. (Refer to the previous document). Moreover, the idea of the Commission proposal is to promote European produce and provide consumer information, emphasising aspects such as quality, health benefits, animal welfare and organic production. The measures would include market research and PR work, participation in trade fairs and exhibitions and impact assessments. Short-term difficulties faced by individual sectors could also be tackled. The scheme is to be co-financed, with the funding shared between the Community, the trade organisations and the Member States.